

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

19 West 31st Street, New York City

VOL. LXXXVI

NEW YORK, JANUARY 1, 1914

No. 1



Wilson Bros

After fifty years this name represents to thousands of retail merchants the largest Men's Furnishing business in the country.

To make this name equally well known to the consuming public in a shorter space of time, advertising was necessary, and N. W. Ayer & Son were selected as best fitted to secure results.

The connection of the House of Wilson and the House of Ayer was quite logical, by reason of the fact that the success of both has been attained mainly through organization and experience.

What we have accomplished for this client can, perhaps, be best told by Wilson Bros., of Chicago, Illinois, to whom we refer those interested.

N. W. AYER & SON

Philadelphia

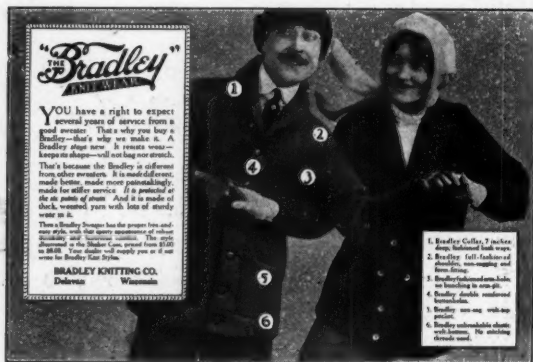
New York

Boston

Chicago

27-1427

FROM nothing to national leadership in seven years' time is **PROGRESS** in "Full Caps." But what has been done once may be done again. Good merchandise plus good advertising must always win.



For Example:

Delavan, Wis., Dec. 8, 1913.

Federal Advertising Agency,
243 West 39th St.,
New York City.

Gentlemen:—Seven years ago we gave Mr. Tinsman our first thousand dollars for advertising and told him to see what he could do with it.

Three years later we were spending fifty thousand dollars. This year we had to withdraw our thirty salesmen from the road in the middle of the season, being oversold for the year. It is needless to say that we expect to continue our connection with you the coming year.

Very cordially yours,

BRADLEY KNITTING CO.,

J. J. Phoenix, Pres.

"Put it up to men who know your market"

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXVI

NEW YORK, JANUARY 1, 1914

No. 1

How Advertising for Fownes Gloves Was Analyzed and Laid Out

By John Gully Cole

THE year 1914 will be the one hundred and thirty-seventh anniversary of the house of Fownes. Lineal descendants of the English glove-maker, John Fownes, are at the head of that house to-day. Although sold in most civilized countries and known to the American trade for over a quarter of a century, Fownes gloves had not been nationally advertised in the United States before 1907. New Yorkers and visiting buyers had seen the street-car cards bearing the phrase "It's a Fownes—that's all you need to know about a glove," and there had been some newspaper advertising in a few other cities. Also a number of school and college publications had been used.

But throughout the length and breadth of the country the name of these gloves was much better known to the trade than to the consumer. After corroborating my personal observation of this fact by a brief canvass, I convinced the American house that it would be well to put the product on a national basis; to tell consumers some of the excellent reasons *why*, if it were a Fownes, that was all they had to know about it; to standardize the name and trade-mark so they would gradually learn to think of Fownes when they thought of gloves, and to ask for gloves by name.

Three-quarter page space in a short list of the better class monthlies of general appeal was engaged, on a six-time basis, and the advertising began in the early spring of 1907.

I suppose every campaign starts out with fairly well defined advantages and disadvantages—factors that make for plain sailing, or obstacles to be coped with. I am going to set these advantages and disadvantages down precisely in the order of their importance as we saw them in 1907.

1. High and uniform quality of the product.

2. Perfectly frank and confidential relation which the head of the American house was willing to sustain with his advertising adviser.

3. Fair retail and wholesale prices for each grade.

4. A stable and intelligent sales policy instead of a vacillating one.

5. Wide, though somewhat uneven, distribution.

6. An old, honorable name and an established trade-mark under which the entire output of the business was sold.

7. A product lending itself to attractive illustration.

A goodly list—and after nearly seven years I see no reason to change the order. Without the first two, certainly, it is difficult for any advertising man to accomplish much.

But of course there were disadvantages—serious ones, chief among which were:

1. The fact that the purchase of a pair of gloves is a very casual matter to most of us. A gown, a suit of clothes, or even a new style of collar, awakens a more lively interest.

2. The fact that most people had not been educated to ask for

gloves by name—women going to their favorite glove counter to get fitted; men dashing in to their haberdasher for a "pair of tan gloves—size 8½, I think."

3. The prevailing custom among the larger dry-goods and department stores of featuring and pushing their "own" brand of women's leather gloves, or a brand for which they held the exclusive local agency.

4. Comparatively small margin of profit for the manufacturer.

5. An exceedingly small advertising appropriation to begin with,



COPY THAT EMPHASIZES EVERY-DAY USE

and only a very gradual increase to look forward to.

6. Slow and far from spectacular changes in style.

Some advertising men might be disposed to change the order of the foregoing disadvantages, and a word of explanation of each one is desirable.

First—It must be conceded that "talking points" are great aids to the advertising man; a motor-car with a new kind of self-starter or unusual body lines; a suit of clothes, or a gown in the latest mode, are things which appeal to the eye and mind more vividly than simply abstract quality. Yet quality, or good value for your money, with all that means in comfort, durability and good taste, is the chief talking point for Fownes gloves. There are no spectacular ones, nor are there any freaks or novelties in the line.

Second—Those women who really did ask for gloves by name became educated to do so by their own department store, and knew only the name of the glove featured by their favorite store, while with men, it would be a toss-up whether they would mention any brand at all, even though they might be able to recall two or three if asked to do so.

Third—Some of the largest department stores, even when they are not one of a chain of outlets for some wholesale house, are practically jobbers of some standard merchandise and of many specialties. They are not, however, manufacturers at all in the true sense of the word, even when they take over a large portion of the entire output of some factory; for the reason that, while they take A's output in 1912, they may switch to B's output in 1913, and sell it under the same brand which they control locally.

Now Fownes Brothers & Co. do not appoint local agencies in the first place, and they also never sell their product under any other name than Fownes.

In spite of this difficulty, some of the shrewdest glove buyers for the large stores see the advantage of tying up a name like Fownes, known all over the world for so many years, and now advertised in the United States—a name which has never been associated with anything but good gloves—to their own store name. Thus, thousands of pairs of Fownes gloves are sold with the names of the large retailers stamped below the name "Fownes," with the words "made for" between the two.

Fourth—Being unwilling to sacrifice quality, this particular drawback will probably remain for all time, as it has thus far.

Fifth—I was careful to state to the management that practically no appreciable increase in the sales could be expected which would be in any way traceable to the expenditure of the small appropriation the first year. It would take time for the public to find out, and still more time for it to act, and that when the effect came, it would be scattered and more easily vis-

A Responsive Audience—

The readers of Everybody's Magazine annually spend \$1,000,000 to get the magazine itself.

The homes into which Everybody's is welcomed are of the better class. Their standard of living is above the average and they have an inclination for and ability to purchase whatever aids their comfort or welfare.

In Everybody's Magazine you can be sure of your sales-message reaching an alert, responsive audience. Everybody's has the confidence of its readers, which you as an advertiser can share. February forms close January 5th.

*Everybody's
Magazine*

600,000 Average Monthly Net Circulation Guaranteed
\$600 a Page

The Ridgway Company, New York

ible in the smaller towns than in the larger cities.

Sixth—I suppose my sixth disadvantage immediately arouses a question, since radical, and especially unexpected, changes in style are, as a rule, not welcomed by the manufacturers. But it is a curious fact that style is a fine thing from the advertising man's standpoint, as I have found when handling the advertising of shoes, hats, collars, hosiery, and motor-cars. You can advertise four-ply linen or comfort or general quality extensively, without getting the effect and response from your collar advertisement that is produced by the mere announcement of a new shape.

In spite of our modesty and conservatism, the magazine advertisements in the black circle attracted a great deal of attention and favorable comment. Men's and women's gloves were featured, but not in the same advertisement, and one drawback to the use of the monthly magazines was the fact that it was difficult to advertise both men's and women's wear in the right seasons of the year. This led later on to the use of the *Ladies' Home Journal* and *The Saturday Evening Post*.

A circular was prepared for the trade, informing retailers of the national advertising. Carefully designed outline cuts, in one and two-column widths, were prepared, which were direct copies, in line, of the half-tones in the magazine advertisements. Electrotypes made from these were sent free to dealers requesting them, furnishing glove designs rather more original and attractive than the average local glove

cut—showing a single gloved hand, or a pair of folded gloves, crossed, familiar to everyone as space-fillers in department store advertising.

The gloves thus became locally advertised from time to time in places where newspaper space was not too expensive for the smaller retailer.

No local address, or even firm name, was published in Fownes advertisements until some years later. We were not looking for inquiries, but for publicity of an educational sort, and we wished to emphasize widespread distribution, rather than any one locality, since Fownes gloves were made in England, France, Austria and America. But, as inquiry after inquiry reached the New York office, sometimes by devious routes, we decided to extend an invitation to communicate with the house if the consumer had difficulty in securing Fownes gloves, and the New York address was published. But no bait was thrown out to artificially stimulate such inquiries. The result is that we receive very few idle

inquiries, and many pairs of gloves are supplied to the consumer from New York, and the profit credited wherever possible to a local dealer.

Women's silk gloves receive the benefit of special newspaper advertising in the spring. The space used at first was a square advertisement on two columns containing the circle and some figure in black and white. Later we reduced the space and increased the number of insertions, running twenty lines single-column five times a week for twenty weeks;



Yes—count the cost!

While Fownes gloves are setting the style the world over, their economy should not be overlooked. Well-fitting gloves are more durable and economical than those that fit poorly or not at all. Good materials outwear the cheap and shoddy. Any pair of

FOWNES GLOVES

whatever the size or style, will soon demonstrate the actual money-saving of getting gloves with a reputation to sustain. The first cost is no more than others—their style unquestioned—their durability surprising.

If you have difficulty in securing the genuine—marked with the name Fownes in the wrist, send us your address and names of shops visited. We will see that you are supplied.

It's a Fownes—that's all you need to know about a glove.

FOWNES BROTHERS & CO.
119 West 40th St., New York



ECONOMY ARGUMENT IN THE WOMEN'S MAGAZINES

THE **March**
Achievement
Number
OF THE
METROPOLITAN
"The Livest Magazine in America"

is dedicated to what we have accomplished in

RESULTS TO ADVERTISERS

EDITORIAL EXCELLENCE

ADVERTISING CARRIED

INCREASE IN CIRCULATION

The March Achievement Number itself will be the biggest thing we have ever done and we will double its power by a National Advertising Campaign in the leading newspapers and periodicals.

If you don't get an announcement of the contents, it will be our mistake, so write me for it.

J. MITCHEL THORSEN
Advertising Manager

*Put this down on your memorandum pad
March Achievement Metropolitan closes
first form January 15, last form January 31.*

newspapers in the South receiving their copy some weeks ahead of newspapers north of the Mason and Dixon line.

Little attempt is made to achieve anything except the effect of reiteration in such small space, yet these tiny advertisements were the result of much artistic experiment. Probably a hundred or more have been designed, out of which less than a dozen are selected, the proofs being placed in

that the advertising it has done is entirely responsible for an increase in business in this country, but of course it has done its share. To-day Fownes gloves are far better known everywhere and more often asked for by name than they ever were before.

A writer who turns out best sellers with the greatest regularity put into the mouth of one of his characters the phrase "She would give you the frozen Fownes."

The advertisements themselves have been cribbed, copied and adapted in France and England, as well as in this country, so that for a while we copyrighted each one.

These are merely picturesque details—straws which show the direction of the breeze. We have never attempted to stir up a hurricane. The best evidence of all is contained in the sales sheets.

1913 Low-Ebb Year for Press Agents

In view of the statement of Col. Williams, of the Brooklyn Rapid Transit Company, about the relative value of press agents and paid space, in last week's *PRINTERS' INK*, the following extract from the current *A. N. P. A. Bulletin* is of interest:

"It is gratifying to learn from many sources that the year 1913 marks the low ebb in net results secured by the press agent. Unfortunately he is still with us, although not in such great numbers, nor is he as active as formerly. The difficulties with which he has met in the pursuit of securing free publication of his copy have driven him to more painstaking and ingenious methods."

The *Bulletin* furthermore states that at least one well-known press agent seems to have gone out of business and that certain others, whose names are given, are inactive. Although several railroads have sought free publicity strongly, it is asserted that the New York Central Lines do not ask for any free publicity whatever.

T. B. McBee, who has represented the Street Railways Company in Chicago for a number of years, has resigned and gone into business for himself in Chicago.

One Hundred and thirty-six years of glove making.

The gloves we are making today for the gentlemen of America, England and the world generally are better than those we made for George IV, King of England.

FOWNES GLOVES

Made by E. B. & C. Co. for King George IV.

the every day kind that you get at your haberdashers,—are far better fitting, more stylish and will stand harder usage than the gloves of royalty in those days.

Try a pair of our heavy two dollar street gloves for Fall wear. If you are not familiar with Fownes quality, you will be surprised at the endurance and economy of these gloves and pleased with their fit, comfort and style.

If you have difficulty securing the genuine Fownes, write us, giving the names of the shops visited, and we will see that you are supplied.

FOWNES BROTHERS & CO.
115 West 40th St., New York



PLAYING UP THE LONG EXPERIENCE OF THE HOUSE

newspapers, the pages of which are then turned over hastily. Those which "stick out" are retained, and all the rest discarded.

I have been asked—Can a glove advertisement have "punch" without sacrificing dignity and refinement? Why not? If by "punch" you mean force, and not a mere scramble for effect. The plays in New York which have brought disfavor to the word "punch" are plays in which the second or third act situation is built on wrong premises, from insincere motives. No utterly sincere advertisement, with the goods to back it, can be undignified.

The house of Fownes sold a large portion of its product in this country for about twenty-five years without national advertising in the strict sense of the word, and I therefore shall not claim

Offices Made for Advertising Men

IN the very heart of the Advertising-Publishing district.

—easy of access from subway, elevated, surface and commuting lines.

—with the **utmost** in Comfort and Service, we offer space in

—**three buildings** specially adapted to Advertising Agents, Publishers, Special Newspaper Representatives.

CUYLER BUILDING

116-120 West 32nd St., N. Y.

(Between Penna. Station and 6th Ave. Elevated)

Exceptional in its arrangements, ventilation and **service**. Already occupied by many advertising firms. Space ranging from 475 to 10,200 square feet on one floor. Investigate promptly.

PULLMAN BUILDING

17 Madison Ave., N. Y.

(Between 24th and 25th Streets)

Front offices face Madison Square. Small offices only. Particularly well lighted. **Service** one of salient advantages. Ask us about space **today**.

BURRELL BUILDING

171 Madison Ave., N. Y.

(N. E. Cor. 33rd Street)

New Building ready Jan. 1st, 1914. Your **best opportunity** in new buildings. Our tenants in other buildings are our ready references. We advise early inspection of space.

Loton H. Slawson Company

17 Madison Ave. New York Telephone 8680 Madison Square

Advertising to Win Back Market for Natural Product

Lumber Interests Are Awake at Last and Will Not Weakly Yield to Inroads of Substitute Building Materials—A Picture of the Industry and Plans that Are Being Made

By Victor Thrane

Of James D. Lacey & Co., Timberland Factors, Chicago

THE editor of PRINTERS' INK recently wrote me a letter of inquiry about the prospects for vigorous advertising of lumber. Having read our advertisement in the lumber papers, wherein we stated in the headline that "Timber is cheaper to-day than it was three decades ago," he marveled that the lumber interests have not made this fact widely known to the building public. "Why," he asks, "in view of the growth of concerns making artificial substitutes for lumber, have not those concerns vitally interested in a wide consumption of wood taken their case up convincingly with the consumer?"

It is all an interesting story. First, it will be well to lay a foundation of facts.

When lumbermen first entered the northern pine forests they selected straight-bodied white pine timber free of visible defects. From such trees they cut two or three logs, stopping as soon as limbs were encountered. If in cross-cutting the sawdust showed red, indicating defective heart, the tree was abandoned where it fell. There was no demand then for low-grade lumber. In the beginning the sawmill product was divided into two grades; clear and common.

Now we have about thirty grades of northern pine, so there is a place for every kind of log product, from clear stock 4 inches thick and 20 inches wide to No. 6 boards made from "dead and down" timber, some of which has been "down," lying on the ground, for many years. These changes have brought about a wonderful

increase in the quantity of lumber secured from an acre of land. In the South this increase has been rated at 500 per cent. In the North the increase perhaps has been greater, for relatively more of the timber is utilized.

Similar changes in methods have been made in all lumbering centers. The demand for raw material, logs, posts, poles, pulpwood and cordwood, has been enlarged and now affords a market for practically all of the tree—and all kinds of trees—including the stumps of certain varieties. At that we merely are on the threshold of the economical use of wood, for only within the last few years has wood chemistry been reduced to a practical basis.

Lumbermen are big-hearted and broad-minded. They understand how to select timber, how to log it and how to manufacture the logs into lumber. They have credited themselves with having finished "their job" when the lumber is put on sticks. Lumbermen were created to supply a demand. The demand heretofore has existed before the lumber was ready for the market. That is a general statement of the foundation of the lumber business, to be modified in part by the further observation that the market has always been oversupplied.

ADVERTISING WINS PLACE FOR SUBSTITUTE MATERIALS

Perhaps the reader will get a better idea of the earlier situation by understanding that the demand for lumber was constantly broadening until about ten years ago. At that time substitute materials began to come on the market. A place was made for them by persistent advertising and aggressive sales methods. The lumber manufacturers regarded the situation tolerantly. They conceded the possibility of advertising patent roofing, composition shingles, cement, hollow tile, concrete blocks, and all manner of substitutes, and by means of advertising to promote the use of such materials, but their product was something that "could not be advertised."

Furthermore, they did not know and do not know how to use advertising or just what the results of advertising should be. They have figured that \$3,000 spent for advertising produces intangible results, whereas \$3,000 spent for a salesman produces tangible orders. They heretofore have bought the salesman instead of the advertising.

Substitute materials have been used to build dams across outlets for lumber. Instead of new uses opening up and affording new outlets, some of the old ones are being closed up and the result is congestion in distributing markets and original sources of supply.

It is easy to advertise lumber because we have proof of its value on every hand. There is no great initial expense of introduction involved, as in the case of new materials. A faint perception of that fact has penetrated the mental orbit of lumbermen and is being given more and more recognition as the days go by.

Lumbermen have a very keen perception of the value of their product. Unfortunately they have credited the building and home-owning population with similar information. Thirty years ago when we lived close to the woods and other elementary things their view was correct, but the forests have been cut away and our surroundings largely are man-made. Lumbermen who started in business twenty to thirty years ago are slow to acknowledge the change.

This new generation "which knows not Joseph" must be educated regarding lumber values, but first it is necessary to educate the lumber manufacturer to the necessity of educating the consumer. The initial work is progressing as rapidly as could be expected.

The success of Louisiana Red Cypress publicity is having its effect on manufacturers of other kinds of wood.

About eighteen months ago a group of manufacturers in southern Arkansas decided to pool their advertising. These companies had been heavy buyers of

lumber trade-press space, but wanted something more effective than individual cards in lumber papers. The outcome of this consolidation of advertising interests has been the Arkansas Soft Pine campaign now being carried on in the lumber, building, architectural and home-owners papers. Next year probably additional media will be employed.

Lumber manufacturers have not a great deal of faith in advertising, due to their practice of many years' standing of buying an eighth, quarter, half or page in one or more of the lumber papers, and used to tell other lumbermen something about the kind of lumber they produce, their mill capacity, names of officers, etc. The reader cannot get very much information from a statement that "The Big Blank Lumber Company, manufactures 100,000,000 feet of Yellow Pine," particularly when the identical wording is used month after month and year after year. Some manufacturers now are doing better and as they improve their copy and sales methods their belief in the value of advertising grows.

One group of manufacturers decided to advertise about two years ago. They regarded advertising as a slot-machine device, something into which they could drop in a coin and pull out an order. They dropped in the coins, all right, but failed to pull out orders because they had made no provision to get the business when it rose from cover.

FUTURE PLANS

You ask if there is to be additional lumber advertising in the near future. We are satisfied that all the present campaigns will be continued. They are:

Cypress, Arkansas Soft Pine, Northern Hemlock and hardwood. These three efforts to educate builders are employing all manner of media.

The West Coast Lumber Manufacturers decided to advertise and we understand are to raise a fund of \$50,000 or more for that purpose. The first copy appeared in the December magazines.

The yellow pine manufacturers

have conducted a campaign for several years and undoubtedly will continue their work.

Lumber advertising is essential to the proper marketing of lumber. Every builder should be advised regarding wood values and wood advantages. Seemingly the public has swallowed, if it has not digested, all the misinformation regarding the worth of substitutes.

Many illustrations of the uses and advantages of wood will be presented at the forthcoming Forest Products Expositions to be held in Chicago and New York in April and May, 1914. These expositions should serve two purposes: interest and instruct the public and educate the lumbermen to the necessity of further educational work.

A certain exponent of substitute materials has declared that "A shingle roof is not a covering, it is a crime." The daily press is howling itself blue in the face for steel cars and is howling because it was instructed to howl, not because it knows anything on the subject.

Wooden cars have many points of superiority over all-steel cars. A combination steel frame, wood floors, siding and interior, appears to be superior to all-wood or all-steel. A steel coach is cold in winter, hot in summer, noisy, heavy, costing more to haul and increasing the risk of travel by the damage it does to track and roadbed.

Steel cars should be prohibited on all lines using electricity supplied by a third rail. It is not pleasant to fancy results in the event a steel coach loaded with people should be thrown across a charged rail, and that is the possibility the people of many cities face every day.

Cement products and compositions of cement and other materials are being employed for house covering in all parts of the country. Such coverings may be all right in dry climates or in the average climate if properly prepared and put on. No longer may they be considered distinctive, they are not exactly beautiful, and, in our estimation, they have

more disadvantages than advantages. In Seattle, Wash., plaster is being replaced with shingles.

In our estimation all that is needed to make lumber advertising profitable is the proper understanding of advertising by the lumbermen, an appreciation of the fact that advertising is one phase of sales effort, not a panacea in itself, and the further admission by the lumbermen that the man who pays the bills is entitled to complete information regarding the materials he uses and is a person of consequence, whose favor should be sought.

Finally I would add that in addition to the advertising efforts recorded there are several tentative schemes afoot, the nature of which I am not at liberty to disclose, but which I believe will come before the public in a short while.

Pilgrims Enter New Quarters

The "Pilgrims," of Boston, celebrated their removal to their new quarters in Publicity Building with a "house-warming" on Monday, December 29. The board of directors welcomed the members at a reception from 12 to 2. Hearty praise was bestowed on Chairman Frank Black and the members of the housefurnishing committee for their work. In the evening the annual Christmas party was held at the American House. For the first time, members were allowed to bring guests. The "stunts" provided by Chairman Harry Curtis were laugh-makers.

Coffee Campaign Starts in South

The Importers Coffee Company, Ltd., of New Orleans, has started an advertising campaign on Jackson Square Coffee. Nearly the entire space is devoted to listing the State fairs at which Jackson Square has received awards. At ten State fairs the product won first prize, and blue ribbons at three others. This is the sort of advertising argument used throughout the copy.

Levine with Hartman Trunk Company

Irving S. Levine has become advertising manager of the Hartman Trunk Company, of Chicago. Mr. Levine was formerly advertising manager of K. Barnett & Co., and of Victor M. Grab & Co.

R. B. Freeman, until recently secretary of the Bates Advertising Company, is now in charge of the soliciting for the Cheltenham Advertising Service, New York.

What Did He Know About Philadelphia?

Some months ago a New York newspaper man said: "You can't sell any daily newspaper in Philadelphia for more than one cent a copy. It is a cheap town and is satisfied with anything that is cheap in price."

The answer is this: On the first of May the Public Ledger had a circulation of about 60,000 copies at one cent a copy, and 75,000 copies on Sunday. The editorial quality of the paper was then greatly improved, more pages were added, new policies introduced, and the price, the daily, was raised to two cents.

Today the Public Ledger has a daily circulation of over 50,000 copies at two cents a copy, and over 100,000 copies on Sunday, on its merits alone as a newspaper, and without obsolete or doubtful premium methods. There is a steady increase of several thousand a month on a perfectly legitimate business basis of character and quality alone, plus legitimate advertising methods, without cut rate bargains, club rates, or other illegitimate forced draft.

This proves Philadelphia's appreciation of a newspaper that is *worth* two cents.

PUBLIC  LEDGER

INDEPENDENCE SQUARE, PHILADELPHIA

The offices of The Curtis Publishing Company at Boston have been removed to the eighth floor of the Merchants' National Bank Building, at the corner of State and Devonshire Streets, opposite the Old State House.

The departments concerned are:

1. The New England offices of the Advertising Department.
2. The New England Circulation Offices.
3. The Statistical Bureau of the Advertising Department.
4. The Commercial Research Division of the Advertising Department.

The two latter, while stationed at Boston, operate for all offices of this Company.

The Statistical Bureau checks the leading national publications for the purpose of compiling comparative data which may bear upon the plans of clients in any field.

The Commercial Research Division, under the direction of Mr. C. C. Parlin, conducts trade investigations throughout the country, most notable of which thus far being the study of Textiles and Department Store Merchandising. It is now occupied with an analysis of the automobile field and is beginning a first-hand observation of conditions in the food-stuff industry.

To aid in carrying on the expanding work of this division, Mr. H. S. Youker has recently been secured as a field investigator.

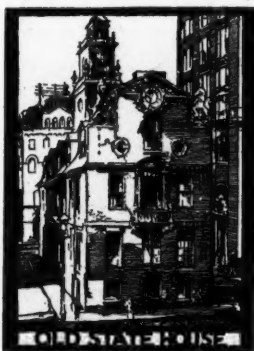
The Advertising Staff itself was augmented during 1913 by the addition of Mr.

N. W. Emerson and Mr. E. V. Alley as representatives in this territory. In addition, a considerable increase in the clerical force has been made.

This expansion, which has made necessary the removal to larger quarters, is indicative of the greater demands of the territory. New England manufacturers are giving us increasing evidence of a genuine interest in the use of nation-wide advertising to market their products.

Many of our clients are making comprehensive use of both the Statistical and Commercial Research Divisions. We cordially invite both advertisers and agents, as well as others who may be interested, to visit these offices and become better acquainted with us and our methods.

THE CURTIS PUBLISHING COMPANY



Ten Salesmen on the Road

For the beginner in Agricultural Advertising, here is a ready-made list, that you can choose knowing these things:

You will be represented in the leading exponent of practical agriculture in ten distinct fields.

Your influence will be felt in practically all of the important jobbing centers west of Philadelphia.

You will be reaching over half a million of exceptionally progressive farmers, of far more than average purchasing ability and influence on their neighbors.

You will have absolutely no duplication or waste circulation.

You will have ten influential salesmen representing your line, calling regularly upon almost 567,000 farm families, to whom they are personally acquainted.

It will be impossible to obtain an equal degree and extent of influence for the same amount of money in any other list of Agricultural mediums.

Associated Farm Papers

567,000 Farm Families

NATIONAL STOCKMAN AND FARMER

Pittsburgh, Pennsylvania
Supreme in Ohio and Pennsylvania

Established
1877

FARMERS' REVIEW

Chicago, Illinois
Supreme in Illinois

1877

FARMERS' GUIDE

Huntington, Indiana
Supreme in Indiana

1889

FARMER AND BREEDER

Sioux City, Iowa
The Cream of Four States
(Ia., Neb., Minn., S. D.)

1878

NEBRASKA FARMER

Lincoln, Nebraska
Supreme in Nebraska

1859

FARM AND RANCH

Dallas, Texas
Supreme in Texas and Southwest

1883

FIELD AND FARM

Denver, Colorado
Supreme in Colorado

1873

CALIFORNIA CULTIVATOR

Los Angeles, California
Supreme in California

1889

RURAL CALIFORNIAN

Los Angeles, California
Supreme for Fruit-Growers and Ranchmen

1877

THE RANCH

Kent, Washington
Supreme in the Pacific Northwest

1895



Associated Farm Papers

Chicago
Steger Building
D. C. Kreidler, Manager

Saint Louis
Globe Democrat Building
C. A. Cour, Manager

New York
Fifth Avenue Building
S. E. Leith, Manager

Stage Models to Make Illustrations Life-Like

Globe-Wernicke's Practical Plan to Make Pictures Seem Real—Stars from the "Legit." and from Moving-Picture Drama—Pictures and Headlines Mutually Explanatory—G.W.'s Photograph Gallery

By Dave E. Bloch

Adv. Mgr., Globe-Wernicke Company, Cincinnati

THE editor of PRINTERS' INK has asked me to tell the readers of "The Little Schoolmaster" how we make the pictures of people in our advertisements look so natural.

Answer: We photograph living, walking, talking people!

We try to make every pictorial illustration in Globe-Wernicke advertising a moving picture; it is designed to move the beholder from the home or the office to the G-W dealer for the particular bookcase or office equipment the picture represents.

In order to get this result many things are necessary, but the prime aim is to tell the story in a graphic, truthful way, so that the appeal will be instant and conclusive.

The composition, in a word, must faithfully represent an actual scene from real life. It must not be idealized, but just such a grouping as one might see in a well-ordered home or a bona-fide business office.

It must not be idealized, for the simple reason that deception of this sort, quite aside from the question of morality involved, is not good business. The goods in the dealer's stock must match up in beauty and utility to the impression conveyed by the illustration, else very likely no sale will result, as the intending buyer will probably feel, and with reason, that he has been deceived.

To get faithful, natural, believable pic-

tures of this sort requires the application of many sorts of specialized knowledge—it requires artists; it requires the counsel and suggestion of experts in the various uses to which our goods may be put.

THE KIND OF LIVING MODELS SOUGHT

They are very clever adepts at this work about whom I am to write now.



FIG. 1—A CLEVER LITTLE MODEL, AGED FIVE YEARS

The average notion of a model is that she is a young person of such radiant beauty that all her days are spent in accepting the homage and adoration of countless suitors.

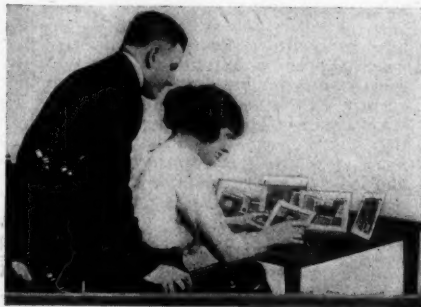


FIG. 2—ARTIST AND ACTRESS POSING FOR A BOOK-CASE AD

Well, perhaps there are models of this sort, but they never get into G-W pictures. All our models are men, women and children who type the general run of people who would naturally make up the groups that the pictures portray.

But it is of the models used in posing, and endowed with much more than the average ability to act a silent, convincing part in a story-telling picture.

It is not so simple as it looks, creating the right spirit, the correct atmosphere, in pictures of this sort. It is not only necessary that each of the models look the part he or she is cast for in the



FIG. 3—MOTHERLY PARTS
HER FORTE

sincerity of pose and expression. They are deserving of much praise, for their work calls for a high order of pantomimic ability.

In recognition of this ability, and the important part that these models have played, and are playing, in presenting the picture of our bookcases and of-

fice equipment, it will not be amiss to say a few words here regarding a few of the men, women and children who have posed for this season's campaign.

I am giving PRINTERS' INK photographs of eight or ten of the models we used in this year's campaign, and I know the editor will not pass up an opportunity of showing pictures of these models to the advertising men who read the publication. In looking at these pictures, please compare



FIG. 4—A "MOVIE" ACTOR IN A COMMERCIAL ROLE

tableau, but every accessory needed to add to the reality of the scenes must be employed.

If the setting represents a business or a professional office in which system has begotten an evident prosperity, these models frequently with but slight, if any, tutoring, once informed of the rôles they are to essay, take on the outward semblance, in dress, pose and look, of the real figures to be depicted, with an art that many stage stars might well envy.

HISTRIONIC ABILITY TO DEPICT HOME SCENES

If a home scene is to be photographed, the silent actors play their parts with equal skill and



FIG. 5—THIS NATURALLY-ACTING YOUNG LADY IS A FORMER MEMBER OF THE CAST OF "THE SUNSHINE GIRL"

G-W advertisements which are now appearing in the magazines, showing these same models in "action." Let us take them individually, and, as you read, note the experience these people have had, enabling them to readily

adapt whatever rôle is required of them.

Number one is Runa Swenson, who has had more experience as an artist's model than one would suppose from her photograph. She has probably seen the inside of more studios of famous men than the majority of people who will read this article. She is an adept at expression, and this is one of her principal attributes. Her age is five years.

Number two is Edward Gustavenson, Jr. Mr. Gustavenson is an



FIG. 6—IS NOW ACTING G-W PARTS

Number three is Miss Marie Davis. Miss Davis does not star in any theatrical production, but she does star in her portrayal of characters for artists and photographers. She is very popular and her forte is motherly parts.

Number four is Mr. Pollard. Mr. Pollard is used a great deal as a moving-picture actor. I have never seen



FIG. 7—BECOMING KNOWN TO READERS OF THE ADVERTISING PAGES



FIG. 8—DOES THIS NATURALLY AFTER APPEARING IN FASHION DISPLAYS

artist of repute. He consented to pose with Miss Constance Hunt. Miss Hunt is a piquant and versatile young actress who will assuredly climb the ladder of fame that is reared on Broadway. Of the attractive girls in last year's Broadway success, "The Sunshine Girl," Miss Hunt was one who bore the palm, and only recently helped to attract large crowds to the Broadway production entitled "The Marriage Market."

him in a silent drama, but must hand him the laurel as one of the most manly, man models I have seen.



FIG. 9—ANOTHER "MOVIE" ACTOR WHO WAS FOUND USEFUL

Number five is Miss Florence Deshon. Miss Deshon is an ambitious and attractive young lady. She resigned her part in "The Sunshine Girl" to take up more serious acting, and had been filling in her time by posing for the Pathé and Kinemacolor Films.

Number six is Miss Nellie Cook. Miss Cook

is a young actress of great versatility, and has had much experience as a model and aspires to be a moving-picture star.

Number seven is Miss Brady. Miss Brady is a sweet and attractive young girl who is in great demand for ingénue parts, but at the same time is versatile enough to be able to pose in many of the pictures for the Globe-Wernicke campaign.

Number eight is Miss Glyn. Miss Glyn is tall and inspiring. Besides posing a great deal for fashion displays she is a favorite

expressions to suit the poses is one of the things that makes him so valuable as a model.

It seems only natural that with this photographic idea we can add even more selling attractions to our advertising through the consumers, so that each advertisement will have a greater effect in the retail store, where we realize that each advertisement must prove its worth.

MODELS ACT THE HEAD-LINES OF THE ADS

The models used in our illus-



AN ASSEMBLY OF PUBLISHED ADS, IN WHICH THE MODELS SHOWN IN PRECEDING PAGES ACT THEIR SILENT PARTS

of the Pathé and Kinemacolor people.

Number nine is Mr. Printy. Mr. Printy is a great favorite with artists and moving-picture people, and his facility in varying his ex-

pressions are selected New York character models who really act the headline of the advertisement before the camera. As already explained, some of them are well-known moving-picture performers,



An Audience That Speaks Your Own Language

¶ The Hill Engineering Weeklies are papers published by engineers for engineers, and for manufacturers who make engineering devices and equipment.

¶ Readers, advertisers and publisher are bound together in a community of interest.

¶ They speak the same language, are interested in the same things, go to the same school—they know each other.

¶ Within this community no "foreigners" are allowed—only products that belong.

¶ It is a selected list of manufacturers talking to a selected and very special audience.

¶ If your product belongs it will *pay* you to attend the meetings every week.

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The standard Paper of Engineering and Contracting. Circulation 20,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 27,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,000.

Hill Publishing Co., 505 Pearl St., New York

Mr. L. A. Gillette

who has been with

PRINTERS' INK

for the past three years, has joined
the advertising staff of

THE CENTURY CO.

St. Nicholas Magazine will profit
greatly by this arrangement

DON M. PARKER
Advertising Manager
Union Square, New York

especially trained in just this photographic work. Otherwise, there would be an appearance of effort and strain, which we think is so happily absent from all the Globe-Wernicke photographs.

THE ART OF PLACING MODELS AND FIXTURES PROPERLY

Then the man who sets the stage, so to speak, arranges the background of the picture and fixes the furniture, bookcases or filing equipment, at just the right angle—he also must be an artist. The bookcase, for example, must be in the foreground of the picture, yet not so obtrusive as to obscure its interest. It must be finished up so as to show the detail, yet not to give a "catalogue" appearance merely. It must be a most important part of the picture, yet incidental to the human interest of the live models. Otherwise you would have nothing but a catalogue presentation; and a magazine advertisement, to my way of thinking, must attract the onlooker at the very first glance.

When you look at one of these finished photographs you are sensible of its attraction; however, few people outside of the advertising fraternity will realize the care employed in each detail to supply that subtle yet strong attraction. Still the effort is worth while, because in nearly every instance an actual photograph will attract attention very quickly.

We are not by any means the only advertisers using actual photographs in our advertising, as a glance at any of the leading magazines will show. Perhaps, however, we have used more in our campaign this year than any other national advertiser. We have our own photograph gallery, which was primarily installed for the purpose of photographing merchandise to be shown in our catalogues, but we have also found it of value in experimenting for illustrations for our magazine advertisements. Experimental photographs, however, are never used in our magazine illustrations, but merely serve as guides to be properly carried out in New York by the professional models.

Simpson Joins Fisher-Steinbruegge Agency

Roy B. Simpson has resigned as advertising manager of the Roberts, Johnson & Rand Shoe Company, St. Louis, effective January 15. Mr. Simpson has acquired an interest in the Fisher-Steinbruegge Advertising Company, of St. Louis, and after January 15 will devote all his time to that company. Mr. Simpson, who is the author of "The Diary of a National Advertising Manager," which appeared during 1913 in *PRINTERS' INK*, was at one time advertising and sales manager of the Glucose, Sugar & Refining Company, and later was assistant advertising manager of the Quaker Oats Company. He has also had experience with a vacuum cleaner manufacturing company and served a period with a large mail-order house.

Col. Franklin S. Savage Dies

Col. Franklin S. Savage, Western advertising manager of the Atchison, Topeka & Santa Fe Railway Company, with headquarters at Topeka, Kan., died at his home in that city on December 20, following an illness of almost a year.

Col. Savage was born in New York in 1866. In 1890 he became connected with the advertising department of the Chicago & Northwestern Railway, with offices in Chicago. Later, he joined the Santa Fe, and was for seven years located in Chicago in the interests of that company. Sixteen years ago he was transferred to Topeka, as manager of advertising in the West, and continued in that capacity up to the time of his death.

"Oleo" Interests Win

One of the greatest, if not the greatest, victory ever achieved by the friends of oleomargarine, says the *New York Journal of Commerce* of December 19, was scored when the full bench of the Court of Appeals of New York State filed on Tuesday a unanimous decree upholding the contention of the manufacturers that the fact that the product had a color like butter, due to the natural color of the ingredients, did not bring it under the law's prohibition of a "product made in semblance of butter."

This decree reversed the finding of the Appellate Division of the Third Department, and affirmed fully the decree of Judge Cochrane, before whom the original action was tried.

Inserts in Bread at Buffalo

The sale of Collins' Little General and Tip-Top Bread was stimulated in Buffalo during the holidays by advertising that beautiful Christmas cards would be wrapped with each loaf of bread. No advertising of any kind appeared on the cards so that they could be used to send Christmas and New Year's greetings to friends.

Letters That Get the Booklet Read

Clothcraft Plan for Making Recipient Read Booklet by Playing on His Curiosity—How Western Advertiser Turned a Printer's Delay to Advantage—"Selling" the Booklet in the Letter

By Cameron McPherson

A CERTAIN Western sales manager had just finished reading a letter from his printer, breaking the news that his 1913 catalogue, promised fully two weeks before, would be delayed. "We hope," the letter reassured, "to be able to start delivery very soon, possibly inside of two weeks."

It is needless to dwell on the effect of this on the sales manager, particularly when he recalled a letter in the morning mail which started out: "As instructed, I called on the Louisville Furniture Company, but was unable to land them. Understand Powers, of Crossman, got the order. What is the matter with the catalogue? No wonder we are losing our business to Crossman, he has had his book out now for almost a month."

One thing was certain, something had to be done and done quickly. Two weeks without a catalogue, with an aggressive competitor making hay while the ink dried, was too serious for even an optimistic sales manager to contemplate.

So, instead of wasting any more time bemoaning his misfortune, he decided to get out some sort of a hurry-up notice to the trade, and capitalize his plight, as it were.

As the sales manager turned over in his mind the many arguments he might use, it occurred to him that there was a chance of a lifetime to turn defeat into victory, as it were, and not only block his ambitious competitor, but arouse so much curiosity about the new catalogue that the dealers would read it more thoroughly than it had ever been read before.

The first thing he did was to have a supply of facsimile telegram blanks struck off on straw paper. The usual telegraph company name was replaced by his own, with the usual "ogram" added. With the aid of the office duplicating machine the following typewritten message was printed on the blanks:

"Catalogue unavoidably delayed—out in few days—don't buy until you see it—prices lower than ever—see particularly pages 24, 53, 78, 91—also read special co-operative advertising proposition."

With the addressing machine these messages were in the mail that same night, stamped with a special-delivery stamp. While it is true sending the circulars out special delivery cost a good deal of money, still the fact that the envelope would be handed to each dealer by a special messenger added to its weight, and the stratagem did not have to stop many orders going to a competitor to pay the firm back for what many would have regarded as a reckless extravagance.

While this is by no means a novel idea, it shows one way in which an alert sales manager can take advantage of conditions and accomplish what could hardly be done by every-day methods. But fate, however, does not always play into an advertiser's hands. It is more often the case that the so-called "every-day" methods have to be made to answer.

A CLEVER CLEVELAND STRATAGEM

As an interesting and suggestive instance of how an ordinary form letter can be so planned and worded as practically to insure the booklet being read, I know of no better plan than that used by the Joseph & Feiss Company, of Cleveland, Ohio.

In a nutshell the scheme is to mark some predetermined paragraph in the booklet or enclosure with a blue pencil. A dollar-a-day girl can do several hundred of these a day if conditions are favorable. These marked paragraphs are somewhere toward the middle of the text, and serve to whet the reader's appetite for

ELECTRIC RAILWAY JOURNAL



WHILE horse cars were still a modern institution, the Street Railway Journal, since re-named Electric Railway Journal, was a powerful constructive force helping to build up the industry.

Since 1884, the Journal has continuously foreseen, recorded and discussed every important development.

The files of the Journal are the only complete record of the development of the electric railway industry from the hour of its birth.

Today the Journal is so intimately interwoven with the electric railway field throughout the world that it is an integral part of its very heart.

It enters the New Year better than ever equipped to add new laurels to its record through added service to subscribers and advertisers.

McGraw Publishing Co. Inc.,

239 West Thirty-ninth Street, New York

Publishers of

Electric Railway Journal Electrical World Engineering Record
Metallurgical and Chemical Engineering

more, and a consequent reading of the whole booklet.

The letter accompanying the booklet then has an excuse for being, it is used to call particular attention to the marked portion of the booklet. Naturally such a letter gets confidence as well as attention, because the opening sentence has the ring of sincerity that wins. It is a natural opening for a business communication, just such a letter as any business man would dictate.

In a series of follow-up letters the same idea can be worked into each letter, the wording being varied to prevent giving an impression that the letter has been read before. For instance, say the first letter started off: "Will you kindly read the marked paragraph of the enclosed booklet," which would be a logical opening. The next letter might be along the lines of the following Clothcraft letter, which is quoted on account of its dual suggestiveness:

The reading matter in the enclosed style book was written for the consumer, but it will interest you as well.

We should like you to read all of it, but wish to call your attention in particular to the phrase we have marked.

That is the keynote of the whole Clothcraft proposition. Every Clothcraft dealer is given to understand that when a customer buys Clothcraft he must be satisfied and the responsibility is not his, nor the dealer's, but ours.

The customer cannot afford to buy take-a-chance clothes. You cannot afford to handle them. We cannot afford to make them.

The kind of clothes that is good enough to guarantee is the only kind that is good enough for you to handle. Clothcraft is the only guaranteed all-wool line retailing at \$10 to \$35.

Figure out for yourself just what you could do with such an insured line. Then ask us to send our representative with the spring 1919 line.

Use the enclosed card.

A good deal has been said and written by letter theorists on the subject of what the plan for the letter accompanying a booklet or catalogue should be. In mail-order work it is customary to use this letter to stimulate confidence in the house. This was particularly true in the old days when people held their breath on dropping a letter with its bright, blue money-order into the village post-box, and wondered if they would ever get what they had ordered.

But, after all is said and done, what the plan of this first letter is to be depends on the proposition entirely. All the theory in the world will not solve the problem. An analysis of something like fifty-five of such letters, however, suggests that the most popular plan for the letter accompanying the catalogue is that used by the Sheldon Schools and others. This plan "sells" the prospect on the value to him or her of reading the book from cover to cover. Evidently these advertisers argue that, if they so plan and write the booklet as to make it cover all the points of a sale—attention, interest, confidence and action—there is little left for the letter to do. But the booklet, regardless of how carefully it is prepared, or how convincing it may be, isn't worth the paper it is printed on unless it is read, and read carefully.

In the following letter the obvious object is to show why the book should be read. Nothing is said that has already been said in the booklet, a form of repetition common with many writers of sales letters, nor is there anything of a descriptive nature which properly belongs in the booklet:

DEAR SIR:

Here is the ——— Book. The first chapter will help you determine whether you can use our course to advantage.

Chapter II (beginning at page 9) tells in detail what kind of knowledge we furnish. A description of the lessons and text book appears on pages 15 and 17. Note that the first twelve lessons cover the "salesman, the customer, the goods and the sale," which are the element factors in every sales transaction. These subjects are so closely related that a thorough knowledge of each can only be obtained by a close study of them all.

The remaining lessons are alike valuable to everyone. It isn't what we know about business that throws us down, but what we don't know. And the more we know about business in general the better we can handle our business in particular.

On pages 18-21 (chapter III) the whole plan of instruction is made plain. Note that your student privileges entitle you to our advice and help in every detail of your work, thus making the course as personal to you as though it had been written for you especially.

Chapter IV (2-26) tells how ——— became a record-breaking salesman, how he trained and managed men and finally became the first man to gather together the facts about business as a profession,

and the laws which govern gain and loss therein, and to reach them logically and plainly.

Pages 27-31 will, I think, answer any questions you may have to ask. If not, please write me personally. I earnestly request you also to note page 32.

The sooner you make this investment, the sooner we can help you get the same kind of returns.

The Sheldon letter reproduced above raises a nice point in letter writing: "How long should the letter be?" This Sheldon letter is far from coming under the head of brief letters. Yet it is safe to venture that few young men seeking to become salesmen would lay it aside unread, because of its length.

This seems to inject the thought that there should be two policies to guide the writer of letters accompanying booklets whose aim is to get the booklet read. The first would be applicable to letters which were going out in response to requests to send booklets. Such an inquirer is interested, at least it is supposed he is, or he would not have spent two cents for postage, and will

read whatever you have to say, provided it satisfies his desire for information. The other is the letter mailed out broadcast to those who have not shown any desire to receive the booklet. These letters should be just as brief as possible and just as interesting as possible. That is why the Clothcraft letter seems to be so applicable for such a purpose, and why the Sheldon letter seems to meet the requirements of the first type so well.

Proof of Men's Interest in Pure Food

On Saturday, December 20, John R. Thompson, who has a chain of 67 restaurants, extending from Kansas City to New York, used half pages in the Chicago newspapers inviting the public to inspect his pure food commissary which is the base of supplies for the chain of restaurants. From noon until five p. m. there was a constant stream of visitors going through the establishment to see the methods employed to prepare food for 75,000 people every day. Out of every hundred visitors at least eighty were men, which shows that men read food advertising and they are just as interested in pure food as the women; in this instance more so.

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

Use of Testimonial Idea by Hamilton Watch

How This Company "Broke the Traces" of Conventional Watch Advertising and Linked Product Up with an Industry of Universal Interest—Early Copy Pitfalls and Aim of Advertising.

AMONG the advertising sections of the current magazines you will find the testimonial in many garbs and guises, but few advertisers have put it to a more adroit use than the Hamilton Watch Company, of Lancaster, Pa.

Ever since the days of the Chicago World's Fair this company has been specializing on watches for railroad men. It was during that year that so many of the railroads put into effect a system of watch inspection which threw out of service watches of engineers and conductors that were not accurate timepieces. Watch inspectors were appointed who inspected the men's watches with the same care and frequency that the track inspector inspected the roadbeds. If a watch was found to be from two to four seconds out of the way it was ordered out of service, and the owner got along as best he could in the meantime.

Naturally this inspection system put a premium on accurate watches. Engineers grew more particular than ever as to the make of the watch they carried. Watches that were "accurate" soon took on a broader meaning, and the conditions which the watchmakers had to meet became more severe than ever.

With the develop-

ment of the "Safety First" movement and the advent of our modern "flyers," the part that the watch is playing in railroading has become more important than ever.

IN SEARCH OF AN ADVERTISING IDEA

Realizing this, the Hamilton people decided to cash in on the creditable performance of their product in railroad work when they started to advertise thin model watches for general use to the public a few years ago. "If we can show the public that our watches are complying with these strict railroad requirements and standing the test, we have a 'proof of the pudding' argument that can't be dodged," was argued.

So the company began to compile figures and statistics as to just how many of its watches were being carried by railroad men, and if possible determine what percentage of the eight popular railroad watches in use were Hamiltons.

How the Engineer of the Twentieth Century Limited Times his Mile-a-Minute Run

The new time in the lower picture on Engineer's Pocket Watch and Conductors' (Upper Picture) of the Twentieth Century Limited, the New York Central runs the race from New York to Chicago in less than sixteen hours.

There are competing time lines just before getting out of the Grand Central Terminal at New York.

Engineer Hamilton has pulled the watch for several years. He is one of the most reliable men in the service of the road. One place in his train is sufficient to insure a percentage with confidence. For years his Hamilton, like thousands of other conductors, has carried a Hamilton's timepiece because not only he has but the love of hundreds of laymen are coming for Hamilton's time to watch being carried across.

Over Hamilton (about 1900) of the Engineers, Firemen, Conductors and Trainmen on American Railroads whom official time inspectors maintained every Hamilton's timepiece.

The Hamilton Timekeeper



With Hamilton's Timekeeper



With Hamilton's Timekeeper

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

For 10 years the railroad men of America have taken their time from the Hamilton Watch Company. They would not have been able to do so in 100 years ago. This advertisement is here to show the reason why the railroad men of the United States are so particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches. It is because they are particular about their watches.

PLAYING THE USE ON RAILROADS FOR ALL IT IS WORTH
IN EARLIER COPY

It is not what Consumers Read about Your Product that Counts—It is what they Remember

SOME people say street car advertising is not an educational medium. Now we say it is not what people read about a product, it is what they remember about a product that makes sales.

You can all prove this in your own homes. Ask the members of your family what they know about this or that product and you will find in every case, what they know can be told in twenty words or less. What is or should be remembered we put on the street car cards and we make it remembered by *reiteration*, which is the wonderful feature of street car advertising. We do not punish our readers by making them wade through a mass of matter to find the meat. We give them only the meat and give it to them quick.

We have the street car advertising in many cities in which you ought to be doing a big volume of business. Let us furnish you the figures for those in which you are most interested just now.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Bldg.
New York

WESTERN OFFICE
242 California St.
San Francisco

When the figures were finally collected the officials were surprised to find that this percentage exceeded one-half. It was said 56 per cent of all watches carried by railroad men under watch inspectors' jurisdiction were made by the Hamilton Watch Company.

What better advertising ammunition could be found than these figures? Here was an opportunity to divert the many thousands of dollars spent by these great railroads for advertising to Hamilton advantage. The public was intensely interested in railroad-ing. It had an appeal that was very close to home, for the American public is a great user of railroads. Most everybody travels. And everybody who travels is interested in trains and their operation.

And so it was decided to couple this public interest and this railroad advertising to the Hamilton Watch. In this way it would be

advertising manager of the concern, explained to PRINTERS' INK: "We realized that we had built up our reputation as manufacturers of timepieces of proven service to a critical body of men, so we had no need to use fiction, facts were not only more interesting, but in keeping with our reputation."

And so the early ads were intensely "fact" in type, with little attempt at the artistic or imaginative. They were strong, forceful, matter-of-fact appeals that said what they had to say without any attempt at "atmosphere." In other words, people were asked to buy this watch because it was the railway timekeeper, and the railway idea was made supreme, and because it was built by the same company and in the same way that it built the watches of railroad accuracy. In fact, some of the earlier ads might easily be mistaken for railroad announcements.

The backbone of these ads was the photograph of some trainmen in charge of well-advertised limited trains who carried and endorsed the Hamilton Watch.

The ad in *The Saturday Evening Post* of September 15, 1911, is a good example of the early type of layout and copy. Down in Lancaster they call it the "dirty overall" type. But this style, though it may lack the atmosphere to give the product quality in the consumer eye, got its message across, and established the Hamilton Watch as a factor in railroading in the public mind.

But as time went on there arose the need of changing this appeal; of getting away from this danger that people might think of the Hamilton as being only a railroad watch.

PUTTING THE PUBLIC RIGHT

"One thing that we had to contend with," said Advertising Manager Miller, "was the impression left in some minds that our watch was merely a railroad watch. Cases were developed where men were found who believed as a result of this ultra-railroad advertising that they could not buy a thin model of the watch. So

The
Hamilton Watch
"The Railroad Timekeeper of America"

His story of the Hamilton Watch is told in a legend-like book, called "The Timekeepers," an interesting story—important to every man who is considering the purchase of a fine watch.

"The Timekeepers" gives the names of the men who were made of the Railroad Men on American roads where Official Time Inspection is maintained carry Hamilton Watches. You gladly send it to any one interested in the purchase of a fine watch.

Hamilton Watch is made in standard sizes for men and women and is sold by leading jewelers everywhere at \$25.00 to \$150.00 for complete service, fitted and adjusted to the case at the factory. In such models, movements only may be purchased, so that you can own a Hamilton Watch, under your present watch case, at a cost of \$12.25 and upward. Ask your jeweler. If he can not supply you, write us.

HAMILTON WATCH COMPANY, LANSING, MI.

All Hamilton watches are guaranteed for five years. The movement is guaranteed for five years. The case is guaranteed for five years. The watch is guaranteed for five years.

Hamilton Watch is made in standard sizes for men and women and is sold by leading jewelers everywhere at \$25.00 to \$150.00 for complete service, fitted and adjusted to the case at the factory. In such models, movements only may be purchased, so that you can own a Hamilton Watch, under your present watch case, at a cost of \$12.25 and upward. Ask your jeweler. If he can not supply you, write us.

AT TIMES IT IS THOUGHT WISE TO SUBORDINATE THE RAILROAD-INTEREST APPEAL

possible to humanize the ad and so secure attention, and above all carry conviction.

From the start it was the company's policy to preach facts and not fiction. As Robert E. Miller,

we began to feature particularly our 12-size model, which is especially thin. We told the public that they could get the movement of our watches fitted in their cases for \$12.25, and the condition soon passed away."

To further the exclusiveness of

by means of photos of responsible railroad men. In the twenty-four publications which Mr. Miller says are used for reaching the railroad men, the model showing the "Safety Numerical Dial" is featured instead of the 12-size model as was formerly the case.

It is not uncommon to hear laymen, unfamiliar with advertising practice, remark that the Hamilton Watch Company probably gives every trainman sending in his photograph a watch, and in this way gets testimonials ready made as well as photographs. This, however, is not so. Speaking of this phase of the advertising, Mr. Miller says:

"We realized that our advertising would draw criticism of this kind, and so to offset such criticism we note the length of time the particular trainman carried the watch in the copy, and these dates can be proven by our release blanks."

As a matter of fact Mr. Miller experienced no difficulty in getting photographs for advertising purposes.

All that was necessary was to find out the names of men in charge of the fast limited trains who carry the watches and write to the men personally, asking them for a photograph, and telling them frankly for what it was wanted. As might be imagined, men of this type were only too glad to get their pictures in the paper, and as soon as the first ads began to appear, photographs came fast, or to use Mr. Miller's own words:

"The result of the publication of the first ads was that railroad men from all over the country operating the fast trains have voluntarily sent in their pictures, and we have received thousands of



PHOTOGRAPHS OF WELL-KNOWN RAILROAD OPERATIVES IN DECEMBER, 1913, COPY

the watch, and to blow to pieces any remaining misconception that all Hamiltons were bulky, railroad types, it was later decided to give the advertising an atmosphere of "quality" by use of artistic borders and by incorporating the Hamilton crest in the design, as will be noticed in the specimen of the later copy shown herewith.

Later the slogan, "The Watch of Railroad Accuracy" was used in connection with the slogan, "The Railroad Timekeeper of America."

The old slogan has, however, been retained in the copy, being used in the railroad publications, where the same general plan is followed in humanizing the ads

unsolicited testimonials from all over this country and Canada."

Mr. Miller also says that his list of mediums now includes about twenty-two national publications in which preferred space is used whenever possible. The object of the Hamilton advertising is more for business insurance than for immediate sales, as the factory output is limited and usually oversold. But the company feels that the quality of its product must be maintained, and it knows that quality cannot be maintained unless demand is regulated to suit production. Experience has taught these watchmakers the costliness of letting buyers' whims regulate production.

And so the Hamilton Watch Company has blotted out the "season" from its advertising calendar and advertises year in and year out, in season and out of season. Page ads appear in the magazines just as regularly as the Hamilton Watch ticks off the seconds—and if appearances do not lie, they will continue to appear for many years to come.

Worcester Salt Banks for Kiddies

Following its custom of giving away some sort of a holiday novelty to the children, the Worcester Salt Company, New York, is distributing cardboard cylindrical banks in which the recipients may "Salt Away Their Pennies" as the label suggests. The company expects to distribute over 500,000 of these novelties during the next few weeks. The banks are being put out through dealers, a given number of banks going with each barrel of salt ordered.

Newspaper Flower Ad in Colors

The Jones-Russell Company, florists, of Cleveland, recently used a full page in the *Cleveland Plain Dealer*, in which the flowers were illustrated in colors. It was one of the most striking advertisements that appeared during the holidays suggesting flowers for Christmas. It was good selling advertising as the copy was confined to specific descriptions and prices.

Woodhead at St. Louis

The announcement that William Woodhead, president of the A. A. C. of A., would address the St. Louis Ad League December 29, resulted in a campaign for new members. The initiation fee of \$10 was temporarily suspended.

Dinner to Charles Dwyer of "Woman's World"

Charles Dwyer, recently appointed editor of the *Woman's World*, was welcomed to Chicago at a dinner at the University Club, December 17. The dinner, at which Thomas Balmer, with Ray Long, editor of the *Red Book*, Herbert Vanderhoof, editor of *Canada Monthly*, and Edwin Balmer, formed the committee, entertained twenty-five of the leading literary and artistic men of Chicago.

Mr. Dwyer, in his retrospect and forecast, sketched the development of the woman's magazine in his thirty years' connection with the Butterick publications and the *Ladies' World* and saw for the future still increasing prestige and prosperity for the women's publications.

Nobbe with Cone, Lorenzen & Woodman

Charles Nobbe has joined the staff of Cone, Lorenzen & Woodman, publishers' representatives, New York City. Mr. Nobbe has been in the advertising business for many years, having begun his work with the Charles H. Fuller Company in the New York office. He was later office manager and space buyer for that agency. Since last spring when he left Henry Decker, who bought out the New York office of the Fuller Company, he had been in the special agency business for himself, representing several farm papers.

Advertising Course for Dealers

The Dover Manufacturing Company, of Canal Dover, O., makers of sad irons, is furnishing dealers with a free advertising course in twelve lessons. The purpose of the course is to help dealers get more encouraging results from their advertising in local mediums and in this way indirectly getting publicity for Dover irons. Each lesson is in booklet form and mailed to dealers monthly. An interesting thing about the course is that mention of the advertiser's name is studiously avoided, except on the title page.

Liquor Ads Under Ban in Kansas City

Advertisements of intoxicants have been barred from appearing in Kansas City, Kan., as the result of an ordinance recently passed in that city. The measure affects not only newspapers and billboards, but street cars as well, and the Metropolitan Street Railway Company has removed all car cards exploiting liquors.

New St. Louis Advertisers

The Chappelow Agency, St. Louis, is conducting campaigns for the Dawson Binder Company, manufacturers of loose-leaf devices, and the Messmer Mfg. Company, makers of "No-Leak" bronze faucets.

To One Out of Many:

HOW much what you don't say counts in advertising! ¶ Say the wrong thing and the fast-running printing press is as merciless as it is beneficent when your message is right. ¶ The wrong message in *The Saturday Evening Post*, *The Ladies' Home Journal* and *The Butterick Trio* means five million mistakes; five million wasted chances; money contributed to competition. ¶ Leyendecker's success as an artist is half due to the things he knows enough to reject. So through its composite man C & H offer a two-fold service: a sure knowledge of what belongs in the message; a sure judgment of what to reject. ¶ Want their book about him? ¶ Sent gladly.

**CALKINS & HOLDEN**

250 Fifth Avenue

New York



The Register and Leader-Evening And The Hear

REACHING

90%

of the English
Reading Homes
in Des Moines

To successfully introduce a new product or to more firmly establish an old one in the rich and always prosperous field within a 100 mile circle of Des Moines—at lowest possible cost—place your campaign exclusively in The Register and Leader-Evening Tribune.

Ninety-one per cent of the daily circulation of over 58,000 is within 100 miles of Des Moines while the city circulation includes nearly every worth while home.

The Register and Leader-Evening Tribune was the Pioneer in Iowa in censoring its advertising.

All of the following classes are now rejected:
Consumption
"cures," Cancer
"cures," Blood
Poison "remedies,"
Free Medical Advice,
Disguised prescriptions,
Specialists in Diseases of Men or Women, Other Objectionable medical copy, advertisements for the sale of any article prohibited by law, fortune tellers and palmists, bust developers, matrimonial offers, fraudulent or questionable financial projects, advertising containing text matter or illustration offensive to good taste, "piano" and other "puzzle schemes," "intoxicating liquors of all kinds," loan sharks, transient "bankrupt" or fake "fire sales," and absolutely all medical from classified advertising pages.

Your ad is in clean company in The Register and Leader-Evening Tribune.



JNO. GLASS
Peoples Gas Bldg.
Chicago

The Register and
Des Moines,

Evening Tribune Blanket Des Moines the Heart of Iowa!

This is a quantity and a quality circulation—Evidenced by the greatest volume of automobile copy and double the "want ad" patronage of any other Iowa newspaper.

A large proportion of the dealers in all lines in this field are subscribers to The Register and Leader-Evening Tribune.

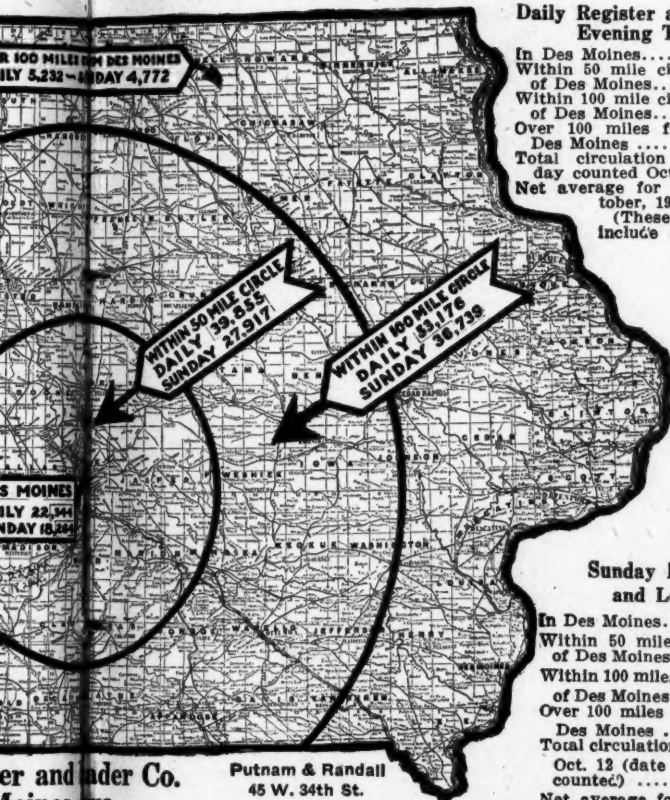
Get a close view of the Des Moines newspaper situation as it is today and we believe you'll realize the wisdom of concentration in The Register and Leader-Evening Tribune.

**Daily Sworn
Net Average**

58,495

**October, 1913.
Sunday**

41,529



Daily Register and Leader— Evening Tribune

In Des Moines.....22,344 daily
Within 50 mile circle
of Des Moines.....39,855 daily
Within 100 mile circle
of Des Moines.....53,176 daily
Over 100 miles from
Des Moines 5,232 daily
Total circulation on
day counted Oct. 8, 58,408 daily
Net average for Oc-
tober, 1913, 58,495 daily
(These figures do not
include sample copies.)

Over
Twice
as Many
Want Ads
Daily
as Any
Other
Iowa
Paper

Sunday Register and Leader

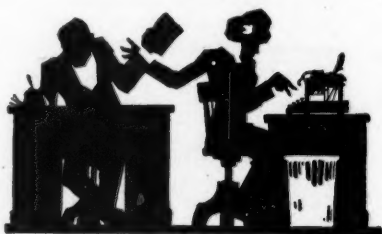
In Des Moines..18,264 Sunday
Within 50 miles
of Des Moines..27,917 Sunday
Within 100 miles
of Des Moines..36,739 Sunday
Over 100 miles from
Des Moines .. 4,772 Sunday
Total circulation,
Oct. 12 (date
counted)41,511 Sunday
Net average for
October, 1913, 41,529 Sunday

er and der Co.
Moines, wa.

Putnam & Randall
45 W. 34th St.
New York



You had to learn to use the telephone. You used to write out what you had to say and send it by mail or messenger.



You had to learn to dictate letters. You used to write them out in longhand and have them typewritten. Adapting yourself to the

EDISON DICTATING MACHINE

(Prevent substitution, specify "Made by Edison")

is just combining what you have learned from the telephone and from dictation, and think of the advantage.

Your letters are better dictated because there is nothing to divert your thoughts. They are better written because the stenographer writes from the words you speak and not from notes. You dictate more letters because there are no waits and interruptions. Your stenographer writes more letters because you do not need her in dictating.



The Edison Dictating Machine has been developed to its present advanced design by a corps of experts under the personal supervision of Thomas A. Edison. It is the only machine approved and labeled by the Underwriters' Laboratories, Inc., under the direction of the National Board of Fire Underwriters, and is the only dictating machine equipped with an Auto Index for conveying corrections, instructions, etc., to the transcriber. Its many mechanical and electrical advantages are explained in our booklet which you should read before investigating. Service everywhere, including the principal Canadian cities.

Thomas A. Edison
INCORPORATED

211 Lakeside Avenue

Orange, N. J.

Copy That Sells 'Technical Goods to Lay User

A Carefully Planned Campaign for a Manufacturer of Starting Equipment for Automobiles that Swamped Factory with Orders—Ads at First Technical, Then More "Popular"

By Herbert L. Towle

MANY of the articles published in PRINTERS' INK concern themselves with the advertising of goods so familiar or so simple that the layman or housewife comprehends them without difficulty. Refrigerators, bicycles, clothing, toilet articles, food products—we all understand these and don't need to be told that we would like to have them or how to use them. Accordingly the selling problem is almost wholly one of merchandising, and it can be worked out by study of certain more or less settled rules of salesmanship, distribution and advertising psychology.

But suppose you are about to introduce an article more or less technical in its nature and thoroughly understood only by a few experts, but nevertheless sold chiefly to consumers who use it with comparatively little regard to the finer points in its design and manufacture. To be specific, suppose it is a small refrigerating plant for country houses.

You at once face the question: To what extent shall I go into the physics and chemistry of the apparatus, and to what extent shall I rely on the bare fact that it produces ice at will, independently of ice ponds and storage houses?

There are hundreds and thousands of devices of just this sort, ranging from anti-friction hangers, which may be sold to factory managers imperfectly conversant with the true merits of such equipment, to fuel-saving improvements in house furnaces and ranges, which are often selected by the householder or his wife. Shall these things be advertised with purely "selling" copy, and the necessary technical information imparted after the inquiry has come in, or shall the technical advantages of these devices over others be indicated in the copy?

THE QUESTION OF WHEN TO ADVERTISE SPECIAL FEATURES

Of course no one rule will cover all cases. Obviously the less skilled and the less critical the purchaser, the less interest will he take in technicalities. On the other hand, it is absolutely certain that the more the purchaser knows about the good and bad points of other articles in the same general class, the more critical he will be regarding the special features of the article advertised. If the average factory man, harking back to his bicycle days, regards all ball bearings as unreliable, and if as a matter of fact it is found

What is your ideal of a Starter?

Possible answers are:

- 1.—The motor used for a REAL "push-starting" starter. It is the best of the type and has been thoroughly tested and found to be a good one.
- 2.—The motor used for a REAL "push-starting" starter. It is the best of the type and has been thoroughly tested and found to be a good one.
- 3.—The motor used for a REAL "push-starting" starter. It is the best of the type and has been thoroughly tested and found to be a good one.

Mr. Dealer and
Mr. Car Manufacturer!

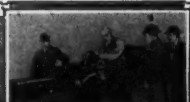
RUSHMORE DYNAMO WORKS Plainfield, N. J.



Not Even the Commutator Needs Cleaning!

Did you ever have a starter so badly that you had to use the handle to start the car? If you have, you know the trouble. The commutator is the part of the starter that makes the current flow. It is the part that gets dirty and needs cleaning. But with the Rushmore Dynamo Works starter, you never have to clean the commutator. It is made of a special material that never gets dirty. It is the best of the type and has been thoroughly tested and found to be a good one.

Rushmore Dynamo Works Plainfield, N. J.



MR. DEALER—
How would you like to be able to tell your customers in plain English the advantages of the Rushmore Dynamo Works starter? The Rushmore Dynamo Works starter is the best of the type and has been thoroughly tested and found to be a good one.

The Rushmore Dynamo Works starter is the best of the type and has been thoroughly tested and found to be a good one.

Rushmore Dynamo Works Plainfield, N. J.

RUSHMORE'S FIRST COPY WAS AT FIRST STRICTLY TECHNICAL, GRADUALLY BECOMING MORE AND MORE "POPULAR" AS TIME WENT ON

that correctly made ball bearings are more reliable than other types, it is certain that the factory man's prejudice must be broken down before he can be interested in ball bearings; and probably this prejudice must be attacked by advertising steadily kept up for a considerable time before he will be in a mood even to listen to a discussion of the subject.

If a housewife has had trouble with her furnace, she will turn a deaf ear to all arguments in favor of a furnace that looks more com-

explanations as by their actual performance.

In every community where a technical article is largely used there will be some users who by careful study and natural skill may be called experts in its use. When an improved type of this device is offered, these experts are likely to note its advertising carefully. They may or may not purchase, but when their friends ask them what they think of the new device they will answer according to the impression they have received from the advertising. If the latter is principally "hot air" the verdict is likely to be unfavorable. If the construction, action and management are explained, and the explanations appeal to them, these experts will be ready with a favorable opinion for their friends.

INDIRECT INFLUENCE OF RIGHT TECHNICAL COPY

Nowhere, perhaps, is this fact so strikingly exemplified as in the field of automobiles and sporting goods. Every improvement in a hunting-rifle, a fishing-rod, a canoe or a motor-boat is discussed with eagerness by thousands who are not ready to purchase at once, but whose judgment is valued by their friends. Every improvement in carburetors, ignition devices, starting and lighting systems, etc., can insure itself a hearing with the public if it passes the criticism, first of the motor-car engineers, then of that small but influential class of owners who make motoring their hobby. If the article in question is advertised first to the unschooled public it may succeed, and probably will if it has merit, but the style of advertising calculated to introduce it to a novice is more than likely to make the experts look on it at first with suspicion.

It is the writer's belief that every new article of a technical character should be advertised first of all to the discriminating few whose opinion means something. Moreover, it should be advertised first, not with "selling" copy, but with *educational* copy calculated to show exactly how, why and when it is better than

THERE WAS SOUND REASON FOR APPEALING
ONLY TO EXPERIENCED CAR-USERS
AS IN THIS AD

licated, no matter how much coal it saves on paper, until she has been persuaded by the right sort of subtly technical copy that the new furnace is not so difficult to manage after all.

Unquestionably the mental soil must be ready to receive the technical copy. When steam automobiles were first introduced in this country the most marvelous fairy stories were written about what could be done with them, and the public swallowed them eagerly. In two or three years it was almost impossible to sell steam cars at all, and the two or three really meritorious makes had to be sold almost as much by careful technical

**The New York Offices of The
American Sunday (Monthly)
Magazine Will Remain at 220 Fifth
Avenue, New York City.**

**This is to correct a previous
announcement made in
Printers' Ink stating that the
offices of the American Sun-
day (Monthly) Magazine
would move to 119 West
40th Street.**

American Sunday (Monthly) Magazine

**220 Fifth Avenue
New York City
Tel. Mad. Sq. 685**

**908 Hearst Bldg.
Chicago, Ill.
Tel. Maine 5000**



These Advertis- tisers

have the plates for the Canadian papers on their list made in this Canadian foundry. They

Save 3¼c. A Column-inch on Electros

that they would pay in duty charges if they shipped plates into Canada.

Send us the patterns for your next campaign. Your plates will go out on time and the quality of our work will please you. Write us

and get
particulars regarding our
Service.

Rapid Electrotpe Co.
of Canada

Electrotypes—Stereotypes—Matrices
MONTREAL, CANADA

We make plates for:

Studebaker Automobiles
Packard Automobiles
Tillson's Oats
Gold Dust
Coca-Cola
Schlitz Milwaukee Lager
Cuticura Soap
Baker's Cocoa
Fleischman Yeast
Beecham's Pills
Economy Dry Goods
Sherwin Williams Paints
Beaver Board
De Laval Separators
Hudson Automobiles
Lowrey's Chocolates
Rainbow Flour
Fairy Soap
Anheuser-Busch, Original
"Budweiser" Lager
Armour Products
Campbell's Soups
Yale & Towne Locks
Regal Shoes
Stetson Hats
Grand Trunk Railway

other goods of its class. This sort of advertising may not, and probably will not, be understood by the public, but at least it will command respect by showing that the article is not a fake. Later the appeal can be simplified, the features of construction and operation shortened or omitted, and stress laid on the functions and performance. The principle will be the same, whether the ultimate appeal is to the experts or to the public at large. If the experts are familiar with the technical features they are already in a mood to give assent to the claims regarding performance. The public at large will accept these claims with merely a few explanatory lines describing the technical features.

EDUCATIONAL VS. TECHNICAL COPY FOR AUTOMOBILES

The automobile advertising of the last few years has given many examples of misplaced expenditure on "selling" copy to introduce goods which could much more cheaply have been introduced by technical copy. Carburetors, tires, gas lamps and generators, radiators, ignition equipments, and so on, have been advertised with striking display and glittering generalities which amounted in the end simply to signboards telling the public where such and such goods might be purchased if *wanted*. The expense of this sort of advertising is enormous, and while it is likely to succeed if persisted in long enough, still the mere cost of such a campaign is prohibitive to concerns not amply supplied with funds. It is much more profitable to study the successful advertising of concerns with smaller appropriations which had to be carefully and effectively used.

To take a current illustration, let us look at the advertising of the various manufacturers of starting and lighting equipments for automobiles. Until recently very few of these used anything but straight "selling" copy—in other words, glittering generalities about the features of the system, most of which with the name changed would fit any other sys-

tem equally well. Here was a beautiful opening for some manufacturer whose system was good enough to bear effective technical copy. The opportunity was seized by the Rushmore Dynamo Works to exploit a new system of marked simplicity and efficiency. Pages in a single automobile publication were used, beginning last January, and aiming only at automobile engineers. After two or three months the style of copy was changed, the technical features disposed of more briefly, and the major part of the space aimed at car agents and dealers, with the object of drawing attention to the simplicity and reliability of the Rushmore System, the absence of mechanism, and the fact that operation was completely automatic and practically noiseless. These points were emphasized, first in one-color and then in two-color advertisements. At first simply the outside of the machine was shown, later a section showed clearly the extreme simplicity of construction, and finally cartoons were used to give point to the copy on performance. A woman seated in the car and pressing the switch-button indicated that no other operation was needed to start the engine. A sketch of a dealer performing the same operation in the presence of customers lent point to a supposed recital by the dealer of the starter's advantages. Finally a cartoon was used depicting the dealer of a car equipped with another make of starter encountering a woman customer in the country with her engine stalled and the starter down and out. She is unable to crank the engine, and the dealer is shown applying himself to that task while mentally resolving to investigate the Rushmore System when he gets home.

The effect thus far of the combined advertising and selling work in this campaign has been to give the Rushmore concern all the orders it can handle for many months, despite rapid factory expansion; yet compared with others the Rushmore appropriation looks small.

The Atwater Kent Manufacturing Works manufactured an igni-

1847 ROGERS BROS.

Silver Plate

that Wears



Advertised Goods Are Easier to Sell

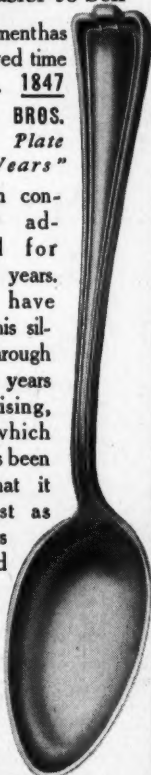
This statement has been proved time and again. **1847**

ROGERS BROS.

*"Silver Plate
that Wears"*

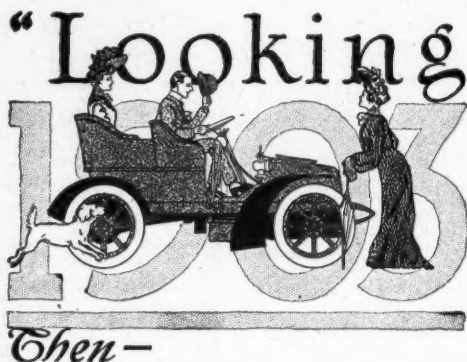
has been consistently advertised for over 50 years. People have known this silverware through all these years of advertising, during which time it has been proved that it wears just as long as claimed for it.

It is the ideal silverware for the table and gifts.



**INTERNATIONAL SILVER CO.
MERIDEN, CONN.**

Successor to Meriden Britannia Co.



1903 Total number of lines of Automobile, Accessories, and Tire Advertising in Automobile Number **3,742**

Collier's Automobile Numbers, Supplements, and Dealers' Service for the past eleven years make up a remarkable record of achievement both in the character and volume of Editorial Matter, Illustrations, and Advertising.

Because of its Editorial value, Collier's has won a ranking second to none as the great medium in which to find Automobile articles and Automobile advertising; and now this Editorial value has been greatly enhanced by the inauguration of a department devoted to the cause of better highways and vigorously backing the "Good Roads" movement.

Backward"



—Now

1914 Total number of lines of Automobile, Accessories, and Tire Advertising in Automobile Number **28,750**

During the past eleven years Collier's has been either first or second in the amount of Automobile, Tire, and Accessory Advertising carried; and it carries more individual advertisers in the Automobile field than any other medium.

Collier's has consistently been a tremendous educational and selling force; and each year Collier's Automobile Number has been the "top notch" of its kind—replete with advertising and teeming with the best of available material for the year in which it was issued.

P · F · COLLIER & SON · Inc.

A. C. Hammer

Advertising Manager Collier's Weekly

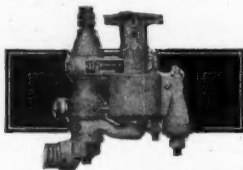
tion device by which nearly all the good features of magneto ignition were produced with a battery, and costing considerably less than a good magneto. In its first form the device was difficult and costly to attach to cars already built, and its sales were therefore small. Later a modified device was brought out which could be attached to the majority of existing engines, and a campaign of advertising in the automobile publications was undertaken to push the retail sales. As battery ignition of the ordinary sort was discredited for its unreliability, it was evident that this improved battery device could only appeal to persons sufficiently informed to appreciate its advantages and the saving in cost which it represented. Accordingly consumer copy with a strong technical flavor was indicated.

The car owner was told that he could get magneto reliability at much less than the price of a magneto, in a system too simple to go wrong, and costing to maintain nothing but the renewal of six 25-cent dry cells in two or three thousand miles. Since at that time the ignition system was the weakest point of the average car, most owners were compelled to study it, and a sufficient number were ready to change their unsatisfactory battery outfits or cheap magnetos for the Atwater Kent device to bring the sales to a very satisfactory figure.

COPY BECOMES LESS TECHNICAL

At the present time the Atwater Kent system is fairly well known to the automobile trade and to a considerable number of car own-

ers. Consequently it is legitimate to depart somewhat from the purely technical copy and to lay first stress on the performance of the equipment. The Atwater Kent people have added recently to their device a centrifugal governor by which the spark time is advanced automatically as the en-



The FEPS CARBURETOR

"A GIANT IN POWER — A MISER IN FUEL"

It cannot be denied that one of the weakest points in the gasoline motor today is the carburetor. It has stood still for several years while its neighboring accessories have been striving forward to perfection.

¶ The FEPS carburetor is being produced at the right time to be appreciated by long suffering motorists. It meets an imperative need.

¶ With it the most unskilled driver can secure 25 per cent. to 50 per cent. more miles per gallon of fuel out of any car than with any other carburetor in the world, without sacrificing one iota of power or speed. It involves a new principle of carburetor air supply that

produces a wonderful increase in flexibility as well as economy and power.

¶ The FEPS contains no springs, no balls, no cams, no rods and all adjustments once made are permanent. It gives a perfect mixture with any grade of gasoline and is unaffected by altitude, weather conditions or change of temperature. It embodies a new and efficient automatic priming device for quick starting which is especially valuable in cold weather.

Write at once to Department "F" for interesting illustrated booklet. Every reliable dealer should have our trade proposition.



See the FEPS at the Chicago Show
Coliseum Annex (Bulwer) Space No. 216.
Bo. 205.

Schoen-Jackson Co.
MILWAUKEE, PA.



COPY THAT TAKES FOR GRANTED A READER'S ACQUAINTANCE-
SHIP WITH TECHNICAL FEATURES

gine speed increases, and this is the feature emphasized in the advertisement beginning, "You Used to Drive Your Cars as a Stunt."

To make an effective appeal the advertiser must know pretty accurately the extent to which the readers demand technical information and how far they are willing to take technicalities for granted. A few years ago the right way to introduce a new carburetor was to talk first about its technical features, its method of adjustment and regulation, the manner in which automatic compensation was achieved, etc. To-day carburetors have been so far improved that car owners are to a large extent willing to take technical features

for granted, and to judge a carburetor by its record on successful cars. Owing to this fact the manufacturers of the Feps carburetor have been able to introduce that device to car owners with advertising of the type illustrated, and that in spite of the fact that up to this time they have purposely refrained from seeking manufacturers' business, in consequence of which the Feps carburetor is not at this time widely known as standard equipment. In view of the fact that the steadily deteriorating quality of gasoline demands that carburetors be changed to suit it, it may be anticipated that in the near future the makers of carburetors especially suited to heavy gasoline and kerosene will make a hit with advertising which exploits the technical features of their product.

Straus Buys "Puck"

Nathan Straus, Jr., has purchased *Puck*, the humorous weekly.

A new company to carry on the business was recently incorporated by the following: Mr. Straus, Max J. Kohler and H. Grant Straus.

Mr. Straus will not take active charge of the publication until spring and he has announced that he will not make any changes in the present organization which is getting out the paper.

Puck was founded in 1876 by Joseph Keppler and Adolph Schwarzmann, and was first printed in German. In 1877 it was changed to an English publication. Mr. Keppler died in 1894, and Mr. Schwarzmann in 1904. The stock of the company has been owned by their estates.

Ad Men's Golf at Pinehurst

The Winter Golf League of Advertising Interests will be held at Pinehurst, N. C., during the week beginning January 12, 1914, events for both men and women, both special and regular, rounding out a full week.

The prizes will be even more attractive than usual. It is said that nearly every golf club of prominence in the metropolitan district will be represented, besides delegations from Minneapolis, Chicago, St. Louis, Pittsburgh, Cincinnati, Rochester, Buffalo, Boston, Philadelphia, Baltimore and Washington.

An interesting series of advertisements for the Piel Construction Company, Baltimore, has been running in the *News*. The old idea of "Letters of a Self-Made Merchant to His Son" has been revived and developed into an interesting advertising campaign.

Betterment of Mail Service in Rural Districts

Interesting Facts from Report of Fourth Assistant Postmaster General—Increase in Rural Mail Routes—Personnel of Carriers Improving—Decrease in Dead Letter Branch

THE rural delivery of mail is an activity which continues to expand in scope in all parts of the United States. This is perhaps the most significant disclosure made by the Fourth Assistant Postmaster General in the annual report which he has given out this week.

It is suspected that in the excitement incident to the establishment of the domestic parcel post many business men may have temporarily overlooked the progress of that other postal activity which is so potent a factor in rural merchandising. However, the statement just given out at Washington shows that the department remains steadfast in its determination to extend the facilities of daily mail delivery to every nook and corner of the country where density of population and road conditions justify it.

The fourth assistant reports that at the close of the fiscal year there were in operation a total of 42,805 rural routes. Routes to the number of 619 with an aggregate length of 14,779 miles were established during the year.

Because the rural mail carrier has more or less influence as a neighborhood oracle, and consequently as an advertising and sales factor, manufacturers may take satisfaction in the statement of the fourth assistant: "By reason of the adoption of a higher grade of examination and because of the fact that the increased compensation allowed for serving rural routes has attracted a better qualified class of applicants, the personnel of the rural service has undergone a steady improvement, which is very gratifying, especially in view of the fact that the duties

(Continued on page 49)

“If you could only see our plant!”

How many times have you wished you could get a good prospect into your plant? Wouldn't that clinch the argument for you, though?

But it can't often be done. Very well, take your plant to him! You can have a motion picture film made of your whole business, showing every department in operation through every stage,

from raw material to finished product.

Movies show things true to life, precisely as they are. We have a portable machine, so that your film can be projected anywhere—to customers, to conventions, to salesmen's gatherings, to the public in various cities. We will gladly answer any inquiries regarding moving picture films.

HAROLD IVES COMPANY, Inc.

Metropolitan Building

1 Madison Avenue

New York City

The San Francisco Examiner

Completely Covers Central and Northern California.

Consider San Francisco First.

Mr. Advertiser, in apportioning your advertising appropriation. Only twelve months remain in which to establish your market before the Panama-Pacific International Exposition opens. This event will make the territory in and about San Francisco first in importance from the view-point of the manufacturer seeking new markets.

The census misleads in crediting San Francisco with only 416,912 people. Within a ten-mile radius of San Francisco, and accessible to commuters at the rate of ten cents a day for the round trip, are the cities of Oakland, Berkeley and Alameda. More than three years ago, their aggregate population, added to that of San Francisco, exceeded 630,000 people. The present population within this circle is over 800,000.

In these four cities constituting Greater San Francisco, and so closely clustered as to be in effect the sixth city of the United States, The Examiner is the only morning newspaper, with one exception.

In striking contrast is the fact that the same territory is covered by seven evening newspapers, none of which equals The Examiner in prestige, circulation or advertising.

The circulation of The Sunday Examiner is in excess of 226,000 and exceeds that of the combined circulation of the seven evening newspapers published in the radius above mentioned. The Examiner's daily circulation now exceeds 122,000. This circulation is by far the largest of any morning or evening newspaper in America selling for more than one cent.

Nowhere else in the United States is such an immense community blanketed by one newspaper, and nowhere else can the exclusive use of one newspaper be so convincingly justified.

W. H. WILSON

Western Representative
909 Hearst Building
Chicago

M. D. HUNTON

Eastern Representative
Room 1405, 220 Fifth Ave.,
New York City

of a rural carrier, with the extension of postal facilities, are becoming much more responsible."

In this connection it is observed that a rather radical change of status is taking place on the rural routes owing to the boosting of the weight limit of the parcel post. Prior to the establishment of the parcel post, merchants and manufacturers could under certain conditions make private arrangements with rural carriers to transport to addresses on their routes, packages which did not come in competition, so to speak, with mailable matter. With the inauguration of the parcel post this "side line" was curtailed and it will be still further curtailed when the new weight limits take effect at the first of the year. In anticipation of this the Postmaster General recently issued an order calling to the attention of all postal employees the regulation to the effect that "Rural carriers shall not carry while on duty any package of mailable matter the weight of which is within the limit prescribed for admission to the mails unless postage shall have been paid thereon at regular rates. Admissible matter shall be properly prepared for mailing and carried only in the mails."

Advertisers and others are evidently taking advantage in greater numbers of the opportunities afforded them to purchase from the Post-Office Department post-route maps, county and local center rural-delivery maps. The report shows that some thousands of these maps were sold during the year. The installation of an electric continuous blue printing machine has placed the department in a position to fill orders for these maps much more promptly than heretofore. During the year 55 new rural-service county maps were added to the Government's stock and 543 new local center maps were drawn. The report also shows that during the year the department sold more than \$33,124 worth of parcel-post maps and guides. That the parcel post is creating new business in some lines is indicated by the showing that the depart-

ment purchased during the year 50,000 parcel-post scales and has arranged for the distribution of 35,000 additional scales.

The Division of Dead Letters is a branch of the postal service which comes under the jurisdiction of the Fourth Assistant Postmaster General, and his report chronicles many important changes resulting in efficiency and economy in the handling and disposition of undeliverable mail. An encouraging statement is to the effect that "The increase in receipts of undeliverable domestic matter for the year was below the normal rate of increase for several years past, indicating greater care on the part of the general public in preparing matter for transmission as well as more efficient work in the postal service." On the other hand it is stated: "The abnormal increase of undeliverable matter in the international mails amounting to 113,512 pieces during the year, demands that some remedy for the situation be found and steps are being taken accordingly. The undeliverable parcels of third and fourth-class matter received at the division during the year aggregated 313,094 pieces, an increase of approximately 10,000 over the preceding year. This increase, however, was not only a matter of importance owing to the number received, but also by reason of the material increase in the size of the parcels received incident to the extension of the domestic parcel post." Amendments to the regulations that will remedy this difficulty are stated to be now in course of preparation and will be known soon.

Coleman for City Office

George W. Coleman, for two years president of the A. A. C. of A., has been nominated as the Municipal League candidate for the office of city councillor of Boston. Fourteen thousand signatures to his nominating petition were obtained; the law requires but five thousand. Members of the Pilgrim Publicity Association are giving him their hearty support. Pilgrims P. F. O'Keefe, Elmer J. Bliss and Harold Barber are looking after the details of his publicity campaign. The election takes place January 18.

Helping the Printer Get Results from Cuts

Possibilities in Ben Day and Combination Plates Compared with Half-Tones—A Set of Plates that Gave 425,000 Impressions—How to Get the Best Results in Color Work

By Oliver L. Bell

Manager, Robert L. Stillson Company,
New York

I BELIEVE that the time will soon come when the Ben Day process will be used more extensively for certain classes of work than the half-tone.

Ben Day plates cost less, last longer and take less time to make ready and are not as easily scratched or damaged as the copper half-tone plate. By a careful selection of the different Ben Day patterns some very fine and effective combinations can be had.

By using a coarse screen half-tone and combination Ben Day and line plate we can get very desirable results in printing cover papers and other papers of antique finish in two, three and four colors. Then, also, the pressman and the electrotypist's job is made easier. There is less danger of off-set in printing the sheets, and the wear on these plates will not show nearly as quickly as in a fine screen half-tone, and the result of the finished work will very easily show for itself.

I have often been asked, "How many impressions is it possible to get from a half-tone plate." It depends entirely on how the engravings have been made and how the pressman has made his form ready; also on the condition of the press upon which the form is to be printed. An engraving, either half-tone or Ben Day, when carefully made ready on a cylinder press which is in perfect register should print anywhere from 75,000 to 150,000 impressions, provided the plates are not too shallow or not over-etched. The plate that is too shallow will allow the ink to accumulate between the

dots, and consequently will show a muddy and streaky appearance when printed, because, in addition to taking the ink from the dots on the plate, the pressure will force the ink up in between the dots, which can very readily be seen by examining such a plate with a magnifying glass.

The plate that is over-etched will wear out quickly, as the dots are not even and are not individually strong enough to stand the pressure of the cylinder. They will either thicken up as they wear, which would make the plate spotty, or else they will flatten out under the pressure and show white or gray spots.

Many more impressions can be had from lead-molded, steel-face electrotypes of half-tones than from the half-tones themselves, because the nickel alloy is much harder and consequently more durable than the copper from which the half-tone plates are made. On our Whitlock Premier presses we have printed 425,000 impressions from one set of lead-molded, steel-face electrotypes of half-tone plates and the last sheet was almost as clean and sharp as the first sheet printed.

HOW MANY IMPRESSIONS FROM A PLATE?

It is quite common to get 200,000 or more impressions from one set of such plates. Of course, the half-tone plates must be right before they are molded, and the press upon which they are printed must be in perfect register. The bed and the cylinder must positively travel together. It is very easy to wear out a plate if the cylinder is running faster or slower than the form on the bed of the press, and it is very easy to have such a thing occur by packing the cylinder too high or by not packing it high enough. Such conditions would cause a slur to appear on the sheet, showing that the paper was being dragged or rubbed over the plates and not printed sharply by an even-moving impression. This would wear out the plate just as surely as rubbing a piece of sandpaper over it.

I have seen presses running with the cylinder rising off the bearers

Portion of address, Dec. 11, before the Technical Publicity Association, New York.

and its whole weight resting on the forms while passing over them and the pressman paying absolutely no attention to this easily avoided defect. When the plates quickly showed signs of wear, they cursed the electrotypist and the engraver or perhaps said the advertising manager didn't know how to buy good engravings, without realizing that the fault was entirely their own.

Trouble is avoided by not using wood in blocking half-tone plates or electros. Most plants to-day are equipped with metal bases that go on the bed of the press and upon which the plates are held by clamps. These not only help the compositor to get closer and better register, but will also insure the wearing qualities of the plates. Wood will shrink or warp and is not dependable. Moreover, a block that is not perfectly true may escape the pressman in making ready. On the press this plate will rock slightly, causing a slur in the impression and rapid wear of the plate itself.

A little more knowledge of the possibilities of the line plate on the part of the advertising man would also be appreciated by the printer. Quite as much difference is possible in line plates as in half-tones. It is absurd to suppose that the printer can bring out all the fine details of a drawing when a common six-cent zinc etching has been made of the subject—probably too small for the purpose at that.

Now when you take an engineering drawing that's two or three feet each way and attempt to reduce it to a very small scale, the detail is bound to run together. Numerous small breaks are apt to occur, particularly if the plate be a cheap one. Nothing but a wax-line engraving can do justice to a plate of this nature, and a reasonable amount of latitude should be given the engraver where size is concerned if good results are to be obtained. Of course, wax-line engravings cost a great deal more than a common zinc-line plate, but the



It takes more than good copy writing to make an efficient agency.

It takes more than merchandising sense to make successful campaign directors.

It takes more than financial responsibility to make a stable agency.

It takes these three things, plus aggressive activity and analytical "horse sense" to make an agency like ours.

D'ARCY
ADVERTISING
COMPANY

ST. LOUIS

result more than justifies the expense. You cannot expect the printer to make clean-cut, sharp impressions from a poorly made line-plate. If the advertising man will go to the root of the trouble in cases of this kind he will usually find that a mistaken idea of economy was responsible. Pay a little more for line-plates, and when the detail is very fine use the wax process.

Just one more phase of the situation, which is probably the most important of all, and that is the question of cheapness versus quality. Don't shop around and buy the very cheapest plates you can pick up and then expect the printer to get quality results from them. If you leave it to the printer, or have him co-operate with you on the engraving, as should always be done, you can then put the responsibility on the printer. If he does not know what kind of plates to order and how much they ought to cost to obtain certain results, he's not the kind of a printer that can help you much. But if you buy all the plates without consulting him, be frank with yourself and with the printer. Don't try to delude yourself into the belief that you can buy plates twice as cheap as the printer can and get twice as good results from them.

Feature Pipes to Introduce Tobacco

In Philadelphia Blue Boar rough cut tobacco is being offered with a calabash pipe which sells for \$2 for the price of the pipe. A picture of the pipe occupies the top of the space and the description of the pipe is much stronger than what is said about the tobacco. Since a good pipe is necessary to enjoy good tobacco this bargain offer should appeal to a large number of smokers. At the bottom of the space appears the names of the dealers prepared to sell the bargain combination.

Charles Eliot Perkins, formerly advertising manager of a chain of clothing stores operated by Adelberg and Beriman, Inc., of New York City, has opened a copy service office in New York.

A. J. Stocker, for a number of years in the advertising agency business, is now associated with *Motor Life*.

"Surprise Party" to Clear Chicago Club's Debt

Stanley Clague, of Chicago, recently held a "surprise party" which resulted in the lifting of \$8,000 indebtedness of the Chicago Advertising Association in an hour's time.

Mr. Clague sent out invitations to members of the association and 100 of them responded. Secrecy was observed as to the purpose of the meeting.

After luncheon the doors were closed and Mr. Clague announced that not a man would be allowed to escape until provision had been made to wipe out the \$8,000 debt hanging over the club. He then unfolded his plan. He proposed to issue certificates of indebtedness in denominations of \$10. A certain amount of the certificates are to be redeemed each Saturday at the lunch hour, the drawing of the certificates to be made by lot. If the holder of the certificate is not present at the luncheon the certificate goes back to be redeemed at some later date.

First Case for Boston's Vigilance Association

The newly formed Advertising Vigilance Association of Boston has undertaken its first prosecution under the Massachusetts law relating to fraudulent advertising. The alleged offender is Simon Kosofsky, of New York, who is carrying on a retail fur business in Washington Street under the name of the Hudson Bay Company. Several Boston papers declined to receive Kosofsky's advertisements. Within a few weeks the company went into the hands of a receiver. Kosofsky succeeded in having the receiver discharged and he is now conducting the business. Upon evidence obtained by investigators of the Vigilance Association, District Attorney Pelletier issued a warrant for Kosofsky, but before it could be served he gave himself up.

L. A. Gillette with "The Century" and "St. Nicholas"

L. A. Gillette, for three years with the advertising department of *PRINTERS' INK*, has resigned to become connected with the advertising department of *The Century* and *St. Nicholas*.

Before joining *PRINTERS' INK* Mr. Gillette was in the newspaper business and also in the street railway advertising field.

Arizona "Gazette" Buys "Democrat"

The Phoenix, Ariz., *Gazette* has purchased the Arizona *Democrat* and the properties have been merged, the *Gazette* continuing and the *Democrat* being suspended.

Donald M. Munroe, recently of the advertising staff of the Springfield *Republican*, is now on the New Haven *Times-Leader*.

Bluff vs. Circulation

IN a statement, in which it substitutes fiction for fact, a certain Chicago newspaper asserts that it has a larger net paid city circulation than any other Chicago morning newspaper.

Lest anybody whom it may concern should be deceived into mistaking bluff for genuine circulation, the Chicago Examiner makes the following proposal:

That all the Chicago morning newspapers open up their circulation books and records to the Association of American Advertisers and to such other representative bodies as may be selected.

The Chicago Examiner herewith agrees to have this investigation made and it herewith invites the Association of American Advertisers to take the first step to bring this about.

The investigation, under these auspices, would be fair and square, comprehensive and comparative. It would remove all doubt in the minds of national advertisers and Chicago merchants as to the circulation, particularly the city circulation, of each of the four Chicago morning newspapers.

The period for this investigation shall be the six months beginning July 1, 1913, and ending December 31, 1913.

If any one of the other morning newspapers of Chicago refuses to open up its books and records, then the Chicago Examiner agrees herewith to have a joint investigation made with the remaining Chicago morning newspapers.

If all of the other morning newspapers refuse to open their books and records, then the Chicago Examiner herewith agrees to submit to this investigation alone because the Chicago Examiner insists on proving its own circulation.

THE CHICAGO EXAMINER honestly believes that this investigation will prove that its city circulation is far in excess of any other Chicago morning newspaper, both Daily and Sunday. The Chicago Examiner honestly believes that this investigation will further show that the net paid Sunday circulation of the Chicago Examiner is almost double that of its nearest competitor.

Chicago Examiner

This announcement was also printed in full page form in the Chicago Examiner on Saturday, December 20, 1913

The Current January **COMFORT** Carries 10% More than the issue of

Considering that this is not a boom year in general business, and that last January COMFORT carried more advertising than in any previous January, this present gain is significant of COMFORT'S success and value as an advertising medium.

It is the pulling and paying quality of COMFORT positively known to its advertisers through their keyed ads that has produced this result.

Also, a considerable increase in new subscriptions and voluntary renewals the past fall and present winter over corresponding months of previous years will result in at least

A Hundred Thousand Additional Circulation

in February above the guaranteed million and a quarter on which our advertising rates are based.

January Number of COMFORT 6 More Advertising ue of January 1913

With this spontaneous increase of subscriptions and advertising patronage COMFORT is now stronger and more prosperous than ever.

And underlying it all is our rural readers' prosperity which is shared by COMFORT and its advertisers.

There is business enough for those who get after it by advertising in the right medium,—that's



Forms close 10th of month previous to date of issue.

Apply through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1835 Marquette Bldg.
FRANK H. THOMAS, Representative

CROCKER-WHEELER MOTORS

"Do It Electrically"

This slogan of the Society for Electrical Development, "Do It Electrically," voices the moving spirit of modern industry. Like every other member of the society, the Crocker-Wheeler Company is always ready to help the up-to-date business man with any electrical power problem. In the printing and publishing field we place at the disposal of our patrons twenty years' experience in the design and manufacture of motors for printing machinery. The Federal experts who built and equipped the

United States Government Printing Plant

are among those who have made use of our consulting service. Out of a total of 600 motors installed in this plant 500 were made by the Crocker-Wheeler Company. The Government's 250 new plate-printing presses for the rapid printing of paper money and the remarkable apparatus which turns out 12,000 perforated and gummed postage stamps a minute are all driven by Crocker-Wheeler motors. Anyone interested in the service we offer should read our illustrated booklet

"Motor Drive for Printing Machinery"

which will be sent promptly upon request. We are at all times prepared to make a careful investigation of your requirements and to submit complete estimates on the best apparatus for your particular purposes. If you are interested, we suggest that you get in touch with the nearest of the offices listed below.

Crocker-Wheeler Company Ampere, N. J.

Offices at

Baltimore	Cincinnati	Indianapolis	Philadelphia
Birmingham	Cleveland	Los Angeles	Pittsburgh
Boston	Denver	Newark	Salt Lake City
Buffalo	Detroit	New Haven	San Francisco
Chicago	Houston	New York	Syracuse

Ads Revised to Make Copy "Quick"

Changes Suggested in Display of Recent Advertisements — The "Little Points" That Make for Forceful Distinction Cannot Be Left to the Printer—How to Avoid a "Choppy" Appearance

By Gilbert P. Farrar

A STORY is told of a certain young man who was making the first—and last—appearance as an actor. This particular young man had a part in college theatricals. One of his lines read "My lord, the task is impossible." At the time that this young man received the cue for his appearance on the stage he was very excited and exclaimed: "My-y Lor-r-d! It can't be done!" He has often wondered since why the drama was, in the twinkling of an eye, made into a roaring farce.

This story serves to illustrate the point that it is not *what* you say that counts so much as *how* you say it.

There is quite a difference in salaries between a star actor on Broadway and a stock company actor who performs at the variety theatre in an average size city during the summer months,

The star actor is a master of enunciation and expression, while most stock company actors are merely readers of the lines of the manuscript.

A large advertiser once told me that he gave four printers the same piece of copy and the size of cuts, with an order to set the copy for a page ad in a weekly magazine. He also said that not one set-up in the four was what he would call a good ad. Yet he paid a fair price to each printer for his work.

Sometimes the printer is to blame, but more often the man

Pyrene
TRADE MARK
FIRE
EXTINGUISHER
"35 SECONDS"



PYRENE—the extinguishing agent that in 35 seconds throttled these crackling tongues of flame vigorously devouring cotton waste, excelsior and gasoline. It is only fair to assume its unflinching efficiency can protect your home from disaster, or your dearest possessions from possible loss.

Price, \$7, f. o. b. nearest shipping point

Brass and Nickel-plated Pyrene Fire Extinguishers are the only one-quart fire extinguishers included in the list of Approved Fire Appliances issued by the National Board of Fire Underwriters.

Write for Bulletin

PYRENE MANUFACTURING CO.
1328 Broadway, New York City

Atlanta Baltimore Boston Buffalo Chicago Detroit
Hartford Indianapolis Louisville Memphis Milwaukee
New York St. Louis San Antonio St. Paul
Seattle San Francisco St. Petersburg
Portland Seattle Tacoma
San Francisco Los Angeles Seattle



Pyrene
TRADE MARK
FIRE
EXTINGUISHER
"35 SECONDS"

PYRENE—the extinguishing agent that in 35 seconds throttled these crackling tongues of flame vigorously devouring cotton waste, excelsior and gasoline. It is only fair to assume its unflinching efficiency can protect your home from disaster, or your dearest possessions from possible loss.

Price, \$7, f. o. b. nearest shipping point

Brass and Nickel-plated Pyrene Fire Extinguishers are the only one-quart fire extinguishers included in the list of Approved Fire Appliances issued by the National Board of Fire Underwriters.

Write for Bulletin

PYRENE MANUFACTURING CO.
1328 Broadway, New York City

Atlanta Baltimore Boston Buffalo Chicago Detroit
Hartford Indianapolis Louisville Memphis Milwaukee
New York St. Louis San Antonio St. Paul
Seattle San Francisco St. Petersburg
Portland Seattle Tacoma
San Francisco Los Angeles Seattle



FIGS. 1 AND 2—THE ONLY DIFFERENCE BETWEEN THESE TWO IS THAT THE CUT IN FIG. 2 IS PUT IN THE EXTREME TOP, THUS MAKING FOR COHERENCE

who plans the ad is responsible for a poor display.

The printer is only a small factor in the production of an ad. The idea is the thing. If the idea is poor the ad will be poor. Printers and engravers are taught from their first experience as apprentices to follow copy.

This change makes for better balance, a more connected ad, and it brings the name nearer the center of the reader's vision.

Do you say, "Why didn't the printer make this change?" Because he thought the advertiser knew what he wanted, or probably he did not think about it at all.

Printers have quite a task to be good printers these days without attempting at the same time to be ad men. Those who do have a knowledge of advertising generally get into the advertising field entirely. So you can figure it out that the average printer follows copy literally.


With all of its fancy border and the large amount of space devoted to the cut, the Winslow Skate ad (Fig. 3) might be improved.

First of all, the picture in Fig. 3 has little contrast. It's too much of an "even" color. There is nothing distinctive about it—not even the fine white line near the

edge. So, from this standpoint, my revision (Fig. 4) is not an improvement. This will have to be improved by having a better photographer make a better picture.

Now, then, in Fig. 4 I have taken off a rather confusing border and put a plain, neat, double one-point rule around the entire ad.

Again, the "Oh, So Happy!"



"Oh, So Happy!"

Why do Winslow Skates make us "Oh, So Happy?"

Because they are the strongest made;
Because they have the hardest runners;
Because they are the quietest running;
Because they are built scientifically in the world's largest skate factory with fifty-seven years experience.

AND BECAUSE THEY'RE

WINSLOW'S Skates

THE BEST ICE AND ROLLER SKATES

Write for our catalogue No. 22, containing rules of leading Hockey Associations.

THE SAMUEL WINSLOW SKATE MFG. CO.

Factory and Main Office: Woonsocket, R.I., U.S.A.

Sole Representatives: New York, 84 Chambers St.
Field: Coast Sales Agency
Prof. B. Johnson Co., San Francisco

Skates to be found at LONDON, 4 Long Lane, E.C. 4; PARIS, 10 Avenue de la Grande Armée; BRUSSELS, 100 Avenue de la Gare; ST. LOUIS, 1000 Market St.; CHICAGO, 1000 N. Dearborn St.; PHILADELPHIA, 1000 N. 3rd St.; NEW YORK, 84 Chambers St.



"Oh, So Happy!"

Because They're

WINSLOW'S Skates

THE BEST
Ice and Roller Skates

THE SAMUEL WINSLOW SKATE MFG. CO.
Factory and Main Office
WOONSOCKET, R.I., U.S.A.

FIGS. 3 AND 4—FIG. 3 REVISED IN FIG. 4 TO CONNECT HEADLINE WITH CUT AND TO AVOID CHOPPY APPEARANCE AT BOTTOM

As you write your copy so will your ad be. If your copy is written and your ad planned with an idea of making it salesmanship in print; if you give proper thought to selection of cuts, type and arrangement; if you make a connected sales thought, then your printer will hardly spoil your ad.

Figs. 1 and 2 are different in one point only. The cuts are changed at the top.

The Charm of Dainty, Stylish Clothes Can be Yours



Mr. C. N. Latta, of
San Diego, Cal., writes
"At home, wherever I
go—yes with my sister
friends or even my business
men, I find clothes add
much to my personality
as well as pleasure."

"The excellent photographs
will show you a promising, stylish
dress given I made
by dyeing it black with
Diamond Dye and adding a
touch here or there, I had a
striking success run."

Mr. S. E. Larrigan, of La-
crosse, Wis., writes

"I enclose a photograph of a
beautiful navy sweater, given
my daughter and me."

"It was color, and of date
and most useful."
"Dyeing is striking
and giving with Diamond
Dye, and winning it made
up, especially charming
effect dress."

One Dress Dyed Black

Diamond Dyes

Truth About Dyes
for Home Use

There are two completely
new—Animal Fibre Fabrics and
Vegetable Fibre Fabrics.

Wool and Silk are animal
fibre fabrics. Cotton and
Linen are vegetable fibre
fabrics.

"Wool" or "Silk" labels
goods are usually 95% to 99%
Cotton—must be treated as vegetable
fibre fabrics.

It is a chemical impossibility to
get perfect color results on all classes
of fabrics with any dye that claims
to color animal fibre fabrics and
vegetable fibre fabrics, singly well
in one batch.

We manufacture two classes of Dia-
mond Dyes, namely—Diamond Dye
for Wool or Silk to color Animal Fibre
Fabrics, and Diamond Dye for Cotton,
Linen, or Mixed Goods to color
Vegetable Fibre Fabrics, so that you
EVERYTHING in the Very Best results on
every fabric.

Diamond's Synthetic Dye for Fashion
Valuable Book and Samples Free

Send us your dealer's name, and ad-
dress, or whether or not to add
Diamond Dye. We will then send you that famous book
of help, the Diamond Book and Samples Book,
also 50 samples of Dyed Cloth—Free.

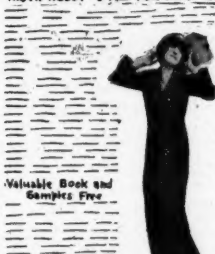
Write to a representative of: STANLEY, BROWN, THURTELL,
and 200 BROADWAY STREET, BUFFALO, CANADA



DIAMOND
DYES

The Charm of Dainty Stylish Clothes Can be Yours

TRUTH ABOUT DYES FOR HOME USE



Valuable Book and
Samples Free

WILLIS R. RICHARDSON CO.
Burlington, Vermont

Send for free book and samples, free

Send for free book and samples, free

FIGS. 5 AND 6—A REVISION TO MAKE DIAMOND DYES MORE
PROMINENT IN THE COPY

headline does not connect with
"Winslow's Skates" line as it
should.

The line of light-faced caps just
above the name line "Winslow's
Skates" and the small capital-let-
ter line just below this name-
plate should be brought out to tell
a complete story that connects with
the headline—"Oh, So Happy!"

I have tried to do this in my
revision (Fig. 4). I have also
tried to relieve the bottom of this
ad of the appearance of "choppiness"
by rearranging the address
portion.

Perhaps the reader noticed the
Diamond Dye ad (Fig. 5) as it
originally appeared at the top of a
column in a woman's magazine
with the headline jammed into the
folio line of the magazine at the
top of the page.

I wonder how
many people
took this for a
clothes ad at
first sight?

From a typog-
raphical
standpoint
this ad is top-
heavy. It has
a "choppy" ap-
pearance.

From a sales
standpoint, I do
not think it
suggests Dia-
mond Dyes
strongly
enough at first
glance.

It is not
often that an
ad should be
built with the
name of the
goods before
the heading, but
to offset any
possibility of
this ad
being taken
for a dress or
a suit ad at
first glance I
think the name
should appear
ahead of the
heading.

This name
could be run in
between the two testimonials at
the top without any serious dis-
turbance of the copy.

And the name Diamond Dyes
would look better and be more
distinctive if it were worked up
with a trade-mark design. The
idea for this, as shown in my re-
vision (Fig. 6), is merely a sug-
gestion.

If the reader will study the top
heading in Fig. 5 he will see that
it does not refer to the testimo-
nials directly, but is more forcibly
a heading for the matter at the
lower part of the ad, and should
be worked where the sub-heading,
"Truth About Dyes for Home
Use," could be linked with it.

These, then, are my reasons for
the changes shown in my revision
(Fig. 6).

I also believe that the sub-head,

"Valuable Book and Samples Free," as well as the address, should have more prominence.

The posture of the figure at the top of Fig. 5 makes for a waste of space, but as used at the bottom of the ad as in Fig. 6 this waste of space is overcome by running the type around the figure to better advantage.

An ad is not good because the copy is good. Neither is it a paying ad because the man who wrote it was thoroughly familiar with the goods or knew a good sales point, a good cut, or a good type space.

The ad must be logically planned and arranged. This plan and management must be clear to all such men as printers, engravers, artists, etc., or else the reader will not get the message as the man behind the ad intended.

Newspaper Ads Offset "Dull" Season

THE Webber Company, contractor of Cleveland, Ohio, was one of the first firms in the contracting business to do newspaper advertising in Cleveland, and as the business grew it has increased its advertising space until at the present time it is spending approximately one thousand dollars a month for advertising. The company tried a little experiment the first of last year in using big spaces. January and February are considered dull months in this business, and by spending about \$1,500 in January it increased its business five times over any previous January that it has been in business. This increase is credited to newspaper advertising.

The company's trade-mark is a double cross of the name "Webber" and it forms the border design of every advertisement and hooks up the campaign closely.

One advertisement headed "Midsummer Building" appeared during the summer months when the majority of contractors were not working, and from the results of this campaign it can be readily understood why business is slack with the non-advertisers.

If they would follow the Webber Company's policy and advertise there would be fewer dull days.

This advertising campaign proves that no matter how hot or cold it becomes, it is still good weather for advertising. If the Webber Company can keep its men employed during the dull season of both winter and summer by advertising, the same thing is possible in dozens of other lines that mourn over the dull season.

Some of the Webber advertisements suggest that the company will make alterations in a man's store front, office partitions or residence while he is away on his vacation, when he can escape all confusion and annoyance.

Another advertisement offers the suggestion that the summer months afford ideal building weather. There is less inconvenience, and besides, "dull season" prices are a big inducement.

The Webber trade-mark, which figures so conspicuously in all the advertising, has come to be recognized as a permanent feature in Cleveland. That it can often be found on buildings of every description undergoing repairing or remodeling is the best evidence of its popularity as an advertised trade-mark.

Stearns in New England for "People's Home Journal"

Effective January 1, 1914, Malcolm Stearns handles the New England territory for the *People's Home Journal*. Mr. Stearns was formerly New England manager of *Good Housekeeping Magazine*.

William Blair Baggeley, who for the past year has covered New York City for the *People's Home Journal*, will in the future cover New York State in the interests of the same publication.

Owen H. Fleming, for four and a half years with the *People's Home Journal*, has resigned. Before this connection, Mr. Fleming was for over three years in the New York office of *Scribner's Magazine*.

Newspapers Carrying Coffee Copy

The Grocers' Coffee Company, of Indianapolis, is using newspapers to advertise "Ind-an" brand of steel-cut high-grade coffee. Nearly half the space is taken up with a picture of the can so that the label may become firmly fixed in the mind of the reader.

The Third of the

Ten Business Commandments

representing the creed of

The New York Globe

"Tell frankly the kind of people who buy it—where they live, as nearly as possible to do so—how much they earn, as nearly as possible to estimate—and how many there are of them."

The kind of people who read THE GLOBE must of necessity be a very good sort, because the kind of paper THE GLOBE makes does not appeal to the thoughtless or careless. Its men and women readers are a serious people, who believe in living right and contributing in thought and action as much as they can for the public good.

It is a difficult matter to tell just where in New York people live who read THE GLOBE or any other paper. It is sold by newsdealers and newsboys in all sections—the principal distributing points being thoroughly covered. From these points THE GLOBE is carried to homes.

As one looks at the people who buy THE GLOBE—if he be a student of human nature—he can pretty accurately judge as to their intelligence and character. Readers of THE GLOBE measure up to the highest standard of every human test.

Their manner and dress indicate their earning power, because those of us who live in New York know what it costs to live in reasonable comfort, therefore we know what one must earn to live in reasonable comfort.

One thing is very noticeable in THE GLOBE'S circulation. The paper is liked and read by Business Women. They are a big factor in New York's commercial life. The School Teachers, for instance, are almost a unit in reading THE GLOBE, and there are more than 20,000 of them.

Judging the earning power of THE GLOBE'S readers from a very conservative standpoint, they probably earn annually at least Three Hundred Million Dollars.

There are not so many people in New York who earn \$2,000 or over a year. THE GLOBE probably reaches at least one-sixth of them.

The average net paid circulation of THE GLOBE for the year ending November 30, 1913, was 141,054.

THE GLOBE justifies itself as an advertising medium for the kinds of business that have character. It won't try to justify itself as an advertising medium for crooked business, because it won't print crooked advertising.

The  Globe
AND Commercial Advertiser. NEW YORK'S LARGEST NEWSPAPER.

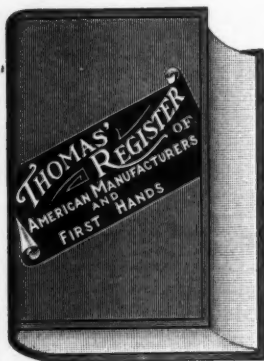
O'MARA & ORMSBEE, Foreign Advertising Representatives
 Brunswick Building, NEW YORK Tribune Building, CHICAGO

1914
Edition

The Official Register of

Will be ready in January—more than

It is the equivalent of a Complete Library of Directories, covering every existing trade, all bound in one volume with an index (naming more than 70,000 articles) that enables the user to instantly secure the names of all the manufacturers, first hands, and other sources of supply, in any line of trade, or of any conceivable kind of article.



New Size 9 x 12—More than 8,000—
10% inch columns of type matter.
Price \$15.00.

For Buyers

Purchasing Agents

Sales Managers

Mailing Lists, etc., etc.

It has many exclusive features of value never attempted in any other work of the kind,—more than twice the size of any other—the only one that covers *all lines* and includes *all names*.

Advance Subscription Discount

1914 Edition ready in January—our regular advance subscription discount of 33⅓% will apply until date of publication, but not one day thereafter.

THOMAS PUBLISHING COMPANY

er of the American Manufacturers

re than 10,000 offices have found it essential

USED BY

Standard Oil Co.
The Pullman Co.
Sears, Roebuck & Co.
American Smltg. & Ref. Co.
American Car & Fdy. Co.
General Electric Co.
Eastman Kodak Co.
Cambria Steel Co.
Allis-Chalmers Co.
Anheuser-Busch Brew. Assn.
Singer Mfg. Co.
N. Y. Life Insurance Co.
Republic Iron & Steel Co.
Amer. Beet Sugar Co.
Travelers Insurance Co.
P. & F. Corbin
Winchester Rptg. Arms Co.
American Brass Co.
Nat. Sewing Machine Co.
Atchison, Topeka & Santa Fe R. R. Co.
Morris & Co.
Quaker Oats Co.
Swift & Co.
Deere & Co.
So. Bend Chilled Plow Co.
Bates Mfg. Co.

Consolidated Coal Co.
International Steam Pump Co.
Edison Illuminating Co.
Packard Motor Car Co.
Solvay Process Co.
American Type Founders Co.
American Can Co.
American Express Co.
U. S. Express Co.
Diamond Match Co.
Ingersoll-Rand Co.
Phelps, Dodge & Co.
Schwarzchild & Sulzberger Co.
Sterling Coal Co.
The Texas Co.
United States Rubber Co.
Procter & Gamble Co.
Sherwin-Williams Co.
Alpha Portland Cement Co.
Lehigh Coal & Navigation Co.
Phila. & Reading R. R. Co.
American Bridge Co.
Nat. Tube Co.
Bethlehem Steel Co.
Pennsylvania Steel Co.
American Screw Co.

and more than 1,000 others in the "\$1,000,000 and over" class—also by Boards of Trade, Chambers of Commerce, Public Libraries, etc., etc.

The Purchasing Agent of the Standard Oil Co. says, "No Purchasing Department is properly equipped to do business without this Register."

Another says, "The office without this work is about as well equipped as a school without a dictionary."

From Free Public Library of Newark, N. J.: "We do not hesitate to place it first among the general trade directories of the U. S. Accept our congratulations."

The United States Government uses it in various departments, and is our largest customer.

Purchasing Agent, Post Office Department, Washington, D. C., writes: "You are informed that the directory called for is urgently needed. Please advise me by return mail when delivery may be expected."

Department of the Interior: "If possible, will you kindly give us immediate delivery of this Register."

U. S. Consulate, Moscow, Russia: "This volume is of inestimable value to consular officers in their endeavors to promote American trade abroad."

Free Examination

We send it prepaid for one week's free examination to any concern of satisfactory standing. Send at once for complete description and free examination contract blank to enable you to take advantage of the advance discount.

PANY Howard and Lafayette Sts., New York

How Price-Cutting Leads to Monopoly

Benefits of the One-Price System—Difference Between the Methods of Trusts and Independent Manufacturers—Will Consolidations, Chain Stores, Etc., Be the Final Solution?

LOUIS D. BRANDEIS, the Boston lawyer, writing in a recent issue of *Harper's Weekly* under the heading "Cutthroat Prices," throws light on the price-maintenance problem in a way which may indeed be new and helpful to the manufacturer who has this perplexity awaiting attention.

Primitive barter was a contest of wits, instead of an exchange of ascertained values. It was, indeed, an equation of two unknown quantities, says Mr. Brandeis close to the start of his article. Then he continues as follows:

Trading took its first great advance when money was adopted as the medium of exchange. That removed one-half of the uncertainty incident to a trade, but only one-half. The transaction of buying and selling remained still a contest of wits. The seller still gave as little in value and got as much in money as he could. And the law looked on at the contest, declaring solemnly and ominously: "Let the buyer beware."

Within ample limits the seller might legally lie with impunity; and, almost without limits, he might legally deceive by silence. The law gave no redress because it deemed reliance upon sellers' talk unreasonable; and not to discover for oneself the defects in an article purchased was ordinarily proof of negligence. A good bargain meant a transaction in which one person got the better of another. Trading in the "good old days" imposed upon the seller no obligation either to tell the truth, or to give value, or to treat all customers alike. But in the last generation trade morals have made great strides. New methods

essential to doing business on a large scale were introduced. They are time-saving and labor-saving, and have proved also conscience-saving devices.

INTRODUCTION OF THE ONE-PRICE STORE

The greatest progress in this respect has been made in the retail trade, and the first important step was the introduction of the one-price store. That eliminated the constant haggling about prices, and the unjust discrimination among customers. But it did far more. It tended to secure fair prices, for it compelled the dealer to make, deliberately, prices by which he was prepared to stand or fall. It involved a publicity of prices which invited a comparison in detail with those of competitors, and it subjected all his prices to the criticism of all his customers.

But while the one-price store marked a great advance, it did not bring the full assurance that the seller was giving value. The day's price of the article offered was fixed and every customer was treated alike; but there was still no adequate guarantee of value, both because there was ordinarily no recognized standard of quality for the particular article, and because there was no standard price even for the article of standard quality.

Under such conditions the purchaser had still to rely for protection on his own acumen, or on the character and judgment of the retailer, and the individual producer had little encouragement to establish or to maintain a reputation.

The unscrupulous or unskilful dealer might be led to abandon his goods for cheaper and inferior substitutes. This ever-present danger led to an ever-widening use of trade-marks. Thereby the producer secured the reward for well doing and the consumer the desired guarantee of quality. Later the sale of trade-marked goods at retail in original packages supplied a further assurance of quality, and also the assurance that the proper quantity was delivered. The enactment of the Federal

Extracts from "Cutthroat Prices," by Louis D. Brandeis, in *Harper's Weekly*.

Pure Food Law and similar state legislation strengthened these guarantees.

But the standard of value in retail trade was not fully secured until a method was devised by which a uniform retail selling price was established for trade-marked articles sold in the original package. In that way, widely extended use of a trade-marked article fostered by national advertising could create both a reputation for the article and a common knowledge of its established selling price or value.

With the introduction of that device the evolution of the modern purchase became complete. The ordinary retail sale—the transaction which had once been an equation of two unknown quantities—became an equation of two known quantities. Uncertainty in trade is eliminated by "A Dollar and the Ingersoll Watch," or "Five Cents and the Uneeda Biscuits."

THE COURT'S PROHIBITION

Such is the one-price system to which the United States Supreme Court denied its sanction. The courts of Great Britain had recognized this method of marketing goods as legal. The Supreme Court of Massachusetts had approved it. The Supreme Court of California has wholly approved it.

The system was introduced into America many years ago, and has become widely extended. To abandon it now would disturb many lines of business and seriously impair the prosperity of many concerns.

When the United States Supreme Court denied to makers of copyrighted or patented goods the power to fix by notice the prices at which the goods should be retailed, the court merely interpreted the patent and copyright acts and declared that they do not confer any such special privilege.

But when the court denied the validity of contracts for price-maintenance of trade-marked goods, it decided a very different matter. It did not rest its decision upon the interpretation of a statute, for there is no statute

which in terms prohibits price-maintenance, or, indeed, deals directly with the subject. It did not refuse to grant a special privilege to certain manufacturers; it denied a common right to all producers. Nor does the decision of the court proceed upon any fundamental or technical rule of law. The decision rests upon general reasoning as to public policy, and that reasoning is largely from analogy. . . .

THE PRODUCERS' PLEA

If a dealer is selling unknown goods or goods under his own name, he alone should set the price; but when a dealer has to use somebody else's name or brand in order to sell goods, then the owner of that name or brand has an interest which should be respected.

The transaction is essentially one between the two principals—the maker and the user. All others are middlemen or agents, for the product is not really sold until it has been bought by the consumer. Why should one middleman have the power to depreciate in the public mind the value of the maker's brand and render it unprofitable not only for the maker but for other middlemen? Why should one middleman be allowed to indulge in a practice of price-cutting, which tends to drive the maker's goods out of the market and in the end interferes with people getting the goods at all? . . .

HOW CUT PRICES HURT

The evil results of price-cutting are far-reaching. It is sometimes urged that price-cutting of a trade-marked article injures no one; that the producer is not injured, since he received his full price in the original sale to jobber or retailer, and, indeed, may be benefited by increased sales, since lower prices ordinarily stimulate trade; that the retailer cannot be harmed, since he has cut the price voluntarily to advance his own interests; that the consumer is surely benefited because he gets the article cheaper. But this reasoning is most superficial and misleading.

To sell a dollar Ingersoll watch for sixty-seven cents injures both the manufacturer and the regular dealer, because it tends to make the public believe that either the manufacturer's or the dealer's profits are ordinarily exorbitant; or, in other words, that the watch is not worth a dollar.

Such a cut necessarily impairs the reputation of the article and, by impairing reputation, lessens the demand. It may even destroy the manufacturer's market. A few conspicuous "cut-price sales" in any market will demoralize the trade of the regular dealers in that article. They cannot sell it at cut prices without losing money.

They might be able to sell a few of the articles at the established price, but they would do so at the risk to their own reputations. The cut by others, if known, would create the impression on their own customers of having been overcharged. It is better policy for the regular dealer to drop the line altogether. On the other hand, the demand for the article from the irregular dealer who cuts the price is short-lived.

The cut-price article cannot long remain his "leader." His use for it is sporadic and temporary. One "leader" is soon discarded for another. Then the cut-price outlet is closed to the producer, and, meanwhile, the regular trade has been lost. Thus a single prominent price-cutter can ruin a market for both the producer and the regular retailer. And the loss to the retailer is serious.

On the other hand, the consumer's gain from price-cutting is only sporadic and temporary. The few who buy a standard article for less than its value do benefit—unless they have, at the same time, been misled into buying some other article at more than its value. But the public generally is the loser, and the losses are often permanent.

If the price-cutting is not stayed, and the manufacturer reduces the price to his regular customers in order to enable them to retain their market, he is

tempted to deteriorate the article in order to preserve his own profits. If the manufacturer cannot or will not reduce his price to the dealer, and the regular retailers abandon the line, the consumer suffers at least the inconvenience of not being able to buy the article. . . .

The position of the independent producer who establishes the price at which his own trade-marked article shall be sold to the consumer must not be confused with that of a combination or trust which, controlling the market, fixes the price of a staple article.

The independent producer is engaged in a business open to competition. He establishes his price at his peril—the peril that if he sets it too high, either the consumer will not buy, or, if the article is, nevertheless, popular the high profits will invite even more competition. The consumer who pays the price established by an independent producer in a competitive line of business does so voluntarily; he pays the price asked, because he deems the article worth that price as compared with the cost of other competing articles. But when a trust fixes, through its monopoly power, the price of a staple article in common use, the consumer does not pay the price voluntarily. He pays under compulsion. There being no competitor he must pay the price fixed by the trust, or be deprived of the use of the article. . . .

THE ROAD TO MONOPOLY

The competition attained by prohibiting the producer of a trade-marked article from maintaining his established price offers nothing substantial.

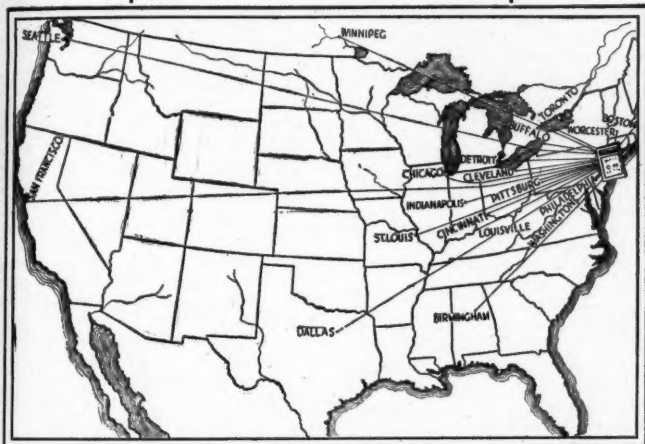
Such competition is superficial merely. It is sporadic, temporary, delusive. It fails to protect the public where protection is needed. It is powerless to prevent the trust from fixing extortionate prices for its product.

The great corporation with ample capital, a perfected organization and a large volume of business, can establish its own agencies or sell direct to the con-

TO understand the value of THE IRON AGE to its readers is to understand its value as an advertising medium.

THE IRON AGE is read for scientific and commercial information; about the iron, steel and metal working industries; new processes, improved machinery, etc.

It is read *every week* for "prices current", market changes, list of new incorporated firms, new or lessened demand, etc.



THE IRON AGE has resident editorial representatives covering the different cities and states where the industry is prominent (viz: New York, Boston, Worcester, Philadelphia, Washington, Birmingham, Pittsburgh, Buffalo, Cincinnati, Cleveland, Indianapolis, Detroit, Chicago, Milwaukee, Louisville, St. Louis, Texas, San Francisco, Seattle, Canada, England and Germany).

Every week these men report authoritative and valuable information for the benefit of THE IRON AGE readers—the 12,000 manufacturers in the Iron, Steel, Foundry, Machinery and Metal Working fields.

What THE IRON AGE expends in producing a paper serviceable to its readers, makes its value as an advertising medium. It accepts only such advertising that will be interesting to its readers, and productive to the advertisers.

Are you interested?

THE IRON AGE, Box 125, New York

sumer, and is in no danger of having its business destroyed by price-cutting among retailers. But the prohibition of price-maintenance imposes upon the small and independent producers a serious handicap. Some avenue of escape must be sought by them, and it may be found in combination.

Independent manufacturers without the capital or the volume of business requisite for engaging alone in the retail trade, will be apt to combine with existing chains of stores, or to join with other manufacturers similarly situated in establishing new chains of retail stores through which to market their products direct to the consumer.

Americans should be under no illusions as to the value or effect of price-cutting. It has been the most potent weapon of monopoly—a means of killing the small rival to which the great trusts have resorted most frequently. It is so simple, so effective.

Far-seeing organized capital secures by this means the co-operation of the short-sighted unorganized consumer to his own undoing. Thoughtless or weak, he yields to the temptation of trifling immediate gain; and selling his birthright for a mess of pottage, becomes himself an instrument of monopoly.

Why Product Was Renamed

Much painful litigation would be avoided if advertisers would follow the example of The Ideal Bedding Company, of Toronto, Canada. This company recently advertised a mattress which it named "Dixie." It was discovered almost immediately that another concern had been putting out "Dixie" mattresses for some time. When The Ideal Bedding Company ascertained this, it withdrew the name "Dixie" and substituted the name "Georgia," which it believes is just as attractive and enables it to advertise as forcefully.

A New Publication

A new publication, *The Department Store*, is scheduled for appearance early in this year. It will be issued by the Department Store Press, Inc., 116 West Thirty-second Street, New York. The sub-title of this publication is "A monthly magazine of efficiency devoted to the interests of the greatest business in the world."

Hearings at Washington on "Pure Fabrics" Bills

Congress Seeking a System of Manufacturers' Labels—Campbell Wants Manufacturers Concerned to State Their Case—Why Tailors Want Pure Wool Label—Brand Name on Shoes

Special Washington Correspondence

MANUFACTURERS' labels are advocated in Congress as the latest panacea for fraud in commodities. The whole subject is going to be threshed out at an important series of hearings recently opened before a sub-committee of the Committee on Interstate and Foreign Commerce of the House of Representatives.

Already a number of retailers have appeared before the committee and others are coming. When manufacturers arouse to the situation it is expected that they will seek presentation of their claims and interests in like manner. Ultimately the hearings may take on somewhat the same significance in business and legislative circles that attached to the public hearings on the Oldfield bill.

In the very brief reference which has been made in the daily press to the hearings which opened some days ago, the impression was conveyed that this forum was merely for the consideration of what is known as the Lindquist bill,—a measure—or rather two measures—which proposes to compel manufacturers to place a label on all articles of cloth, leather or rubber goods. In reality there have been referred to the committee a number of bills of the same general character, including the bill of Representative Campbell covering all misbranding. Consequently the committee has decided to give the present hearings the widest possible scope in order to cover the entire subject.

CHAIRMAN OUTLINES PLANS

An insight into what may be coming in Congress was afforded by the

opening statement of the Chairman of the Committee, Representative Barkley, who said in part: "I will state that this sub-committee was appointed for the purpose of considering not only the bills introduced, but also to consider the feasibility of framing a measure which will cover the whole subject of pure fabrics which enter into interstate commerce. We should make an effort, if possible, to frame a bill which will cover all articles which enter into interstate commerce of every description. If we find that it is not possible or feasible, of course then we will consider that in connection with our report of each individual bill."

Representative Campbell appeared at the initial session of the committee, and said in part: "Many manufacturers who are interested both for and against the bill that I have introduced have indicated a desire to be here when there was an opportunity for them to be heard. I am satisfied that the manufacturing public do not know about this hearing. I am equally certain that if they did know that the bill would be under consideration at this particular time that many of them would be here and give the committee the benefit of their views on the subject.

"I am not a manufacturer. I represent the consumers of manufactured products, and I would be glad to hear from the manufacturers on this subject, not only from those who are opposed to the bill, but also from those who are in favor of it. Strangely enough, every manufacturer thinks that the bill I introduced a number of years ago, and which has been a subject of discussion in the trade journals for a number of years, applies to their industry. The shoe manufacturers have gotten the idea that the bill applies to the shoe trade; the manufacturers of buggies have gotten the notion that it applies solely to the manufacture of buggies; the piano manufacturers have gotten the idea it applies wholly to the manufacture of pianos, and the manufacturers of

oil have gotten the notion that it applies solely to their trade, and they are just wondering how they can brand their oil. The oil manufacturer is opposed to the bill. The hardware trade has gotten the impression that it applies to their business, and many manufacturers of fabrics that enter into the manufacture of garments express themselves both for and against the measure, and I am of the opinion that it would not only be just but profitable to the committee and to everyone interested to have a wide-open hearing and discussion of this subject by men immediately connected with the manufacture of articles generally."

Following this expression the chairman gave assurance that the hearing would not be closed until everybody who wishes to be heard shall have had an opportunity.

REPRESENTATIVE OF TAILORS FOR PURE WOOL

One of the first witnesses to appear was Harry Fisher, president of the Merchant Tailors' National Association of America. The particular phase of the subject which he took up had to do with the question of pure wool or the branding or labeling of cloth, and his argument was that a pure wool bill is almost as much of a necessity as a pure food law. He contended that the material entering into the manufacture of goods should be stated on the bolt or on the selvage,—woven in or printed on by means of indelible ink or some kind of paint, so that the tailor or other consumer would be advised as to the component parts of a yard of cloth. He would have this plan applicable, of course, not merely to cloth, but also to silk, linings, trimmings and other materials entering into the manufacture of garments for men or women.

Mr. Fisher in his testimony especially commended the plan of marking followed by the Clay concern,—that is, the method of having each bolt of cloth marked all the way along with the name of the manufacturer, and the num-

ber of the bolt, while on the end of the bolt there is a linen label duplicating the number and stating the contents of the bolt. His purpose, he explained, was to enable a tailor to answer the inquiries of a prospective customer by simply displaying the goods, and, in effect, placing the entire responsibility for quality on the statements and reputation of the manufacturer who stood sponsor for the goods.

Another witness before the committee was Joseph Strasburger, a member of the board of governors of the National Shoe Retailers' Association of the United States, who appeared in behalf of that organization. He opened his remarks in part as follows: "The greatest fraud to-day upon the American people is the fact of the fraudulent advertising that is carried on. There is not a newspaper which comes out in which you do not see five-dollar and six-dollar and seven-dollar shoes advertised for \$2.98, three dollars, and some for \$2.50, and all that especially by these sample shoe stores. That is all fraudulent. There is not a word of truth in it. There is no man who can sell a seven-dollar shoe for three dollars or \$2.50 unless he is losing money,—and they are not in business to lose money,—and they do that sort of advertising continuously."

"May not that be done if the shoe is out of style?" asked one of the members of the committee.

"Then it would not be worth seven dollars," replied Mr. Strasburger. "A shoe that is out of style, no matter how good it is, is not worth the original price."

VIEWS OF SHOE RETAILERS

Later in his testimony he said: "There is hardly a reputable dealer in shoes to-day who does not carry and have his own brands of shoes, and all of us have our names in nearly every pair of shoes we order. The majority of shoes to-day are made up to our order, and in nearly every shoe we order we put our name for the protection of the public. If these shoes do not give satisfaction who does the

public look to? Not to the manufacturer. He is not interested."

In answer to a question by a committeeman the witness said that he would not object to a label stating that a shoe was made in the United States or otherwise indicating the country or origin. That he thought would be a good thing, but resuming his attack on the plan to have a manufacturer's label appended he said: "What I am getting at is that the public when they buy a pair of shoes look to the man who sells them the article. Suppose I had here on this shoe the name, say, of Julian Kokenge Company, of Cincinnati, the concern that made this shoe. You might not know anything about Julian Kokenge Company. They might be the most reputable manufacturers, or the most disreputable manufacturers in the country, yet the fact remains that if you bought a pair of shoes at my establishment, or at any other store, you would look to the man who sold you the shoes if they did not wear. Whenever a complaint is made to us, if it is the fault of the shoe, we immediately make it right because the customer looks to us for protection, and we have got to keep up the trade of our customers, and the only way to keep it is to make good if anything is wrong with the shoes. They are not interested in who makes the shoes, and it would not help if the shoe had any other name in there."

In answer to a question the witness admitted that his objection to having the name of the manufacturer appear is that a competitor might say that he had the same shoe, made by the same factory, and was selling it at the same or a lower price. He went on to explain that he had his own brands such as the "Betsy Ross" and "Our Edith"; that these names are registered, and that no other manufacturer or retailer may use them.

Pursuing the subject he said: "It would be a detriment to the retailer to be compelled to put the name of the manufacturer in the shoe. Suppose now, I was compelled to put the name of the

EL COMERCIO.

OLDEST EXPORT JOURNAL IN THE WORLD

Manufacturers and dealers who already have an established

LATIN-AMERICAN TRADE

are in a position to overcome and counteract business depression at home. Those who have not this outlet for their products, should advertise now and reap the advantages to be gained by securing their share of this dependable Latin-American trade.

The Consul of one of the leading SPANISH-AMERICAN COUNTRIES writes:

"The man who waits till 1915 to advertise, will not be in it with him who takes time by the forelock and familiarizes the foreign prospect with his brands and wares, by persistently placing a description of them in a periodical of such prestige and experience as is **'EL COMERCIO.'**"

In view of the early opening of the

PANAMA CANAL

Latin-American Buyers of all kinds are reading the columns of **EL COMERCIO** with the closest scrutiny, that they may become better posted and prepared to buy more largely from the United States—their natural source of supply—than ever before.

Persistence Means Success Advertisers Stick to EL COMERCIO

13 from 30 to 38 years			
20 over 25 years	54 over 10 years		
32 " 20 "	62 " 8 "		
38 " 15 "	151 " 3 "		

EL COMERCIO thoroughly covers the markets of

South America—Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela.

Central America—Panama, Costa Rica, Guatemala, Honduras, Nicaragua, Salvador.

Spain, Mexico, Philippines.

West Indies—Cuba, Porto Rico—Sto. Domingo, Haiti, etc.

Miscellaneous—Portugal, Canary Islands, Spanish Colonies in Africa, etc.

SWORN STATEMENT

We furnish a Sworn Statement, covering the circulation of **EL COMERCIO** for the past 12 years—of its nearly 39 years' existence—showing its steady, healthy growth. No Export Journal approaches **EL COMERCIO** for circulation among **HIGH GRADE BUYERS** in all **Latin Countries**. Quality of circulation is what counts.

We are specializing in this line, and can assist you to get in touch with the **Latin-American Trade**, as no one else can, because of our long years of close relations with **Latin-American Buyers**, and because of the innumerable friends our journal has made there. **EL COMERCIO** has no equal as a developer and holder of this dependable **Latin-American Trade** for its advertisers.

We have helped others develop their Export Trade, we can help you. Send for free sample of "EL COMERCIO" advertising rates and circular "EIGHT REASONS WHY".

In Writing Mention Printers' Ink

J. SHEPHERD CLARK CO., 126 LIBERTY ST. NEW YORK CITY

READ THIS

A letter from the V.-Pres. of the old and well-known firm of **E. I. HORSMAN & CO.**, who has seen with his own eyes **WHAT WE DO AND HOW WE DO IT.**

New York, July 2, 1912.

J. Shepherd Clark Co.

Gentlemen:
We have now been advertising in "**EL COMERCIO**" since May, 1911, and think it timely to write and express the great satisfaction we feel in the results obtained for us by the use of your paper.

The writer has just returned from a trip to South America, where he discovered your paper was well distributed and highly thought of among responsible merchants.

Yours very truly,
E. I. Horsman, Jr. (V.-Pres.)

July 1, 1912.

W. H. Mullins Co.,
Salem, O.
Architectural Metal,
Statuary, Metal Beads.

We have been with you as a constant advertiser since October, 1887. We have received more inquiries from the Spanish-speaking countries traceable directly to "**EL COMERCIO**" than from all other export advertisements combined. "**EL COMERCIO**" evidently reaches a class of people who are interested in our particular line, as indicated clearly by their inquiries and orders.

Yours very truly,
W. H. Mullins, Pres.

June 30, 1912.

New Home Sewing
Machines Co.

New York.
*** We are pleased to say that we have been advertising in "**EL COMERCIO**" since January, 1910. *** The fact that we receive so many inquiries is proof that the advertisement attracts the attention of those whom we desire to reach, and we are pleased to recommend "**EL COMERCIO**" as a valuable advertising medium for the Spanish-speaking countries.

Yours very truly,
A. B. Camp, Exp. Mgr.

IN these days
of shifting
values in the
publishing field
this statement is
significant:

FOREST AND STREAM

is carrying a
greater volume of
advertising — and
producing a liver
paper than at any
other period in
its 40 years'
history.

We refer you to
its columns for the
kind of business
that pays in
**FOREST and
STREAM.**

New York, 22
Thames Street

manufacturer on our 'Betsy Ross' shoe. That would give my competitor the opportunity to go right to that same manufacturer and have that same shoe made up for him. Of course, he could not use my brand, but he could have it made up under another brand. There he would have the same shoe made by the same manufacturer, and if he wanted could say: 'This is the same shoe sold next door under the name of Betsy Ross, and they sell it for \$3.50 and we sell ours for \$2.98.'

In answer to a declaration by the witness that there would be no advantage in having a manufacturer's name appear in a shoe, Congressman Decker, of the committee, remarked: "Is there not this advantage, that if a manufacturer wants to sell his goods in this country, and if he manufactures poor shoes and sends them out over the country, it will not be long before he goes out of business, but if he sells good shoes to these different retailers, will he not get his reward in extra trade, and in that way honest dealing will be stimulated?" The shoe merchant who was testifying took the position, however, that it ought to be left to the retailers and not to the general public to put the bad manufacturer out of business.

Advertising Defined as "Intentional Publicity"

FRANK PRESBREY CO.
NEW YORK, Dec. 27, 1913.

Editor of PRINTERS' INK:

As an addition to your symposium on a definition of advertising, what do you think of the following, evolved a few years ago by the undersigned in the course of copy preparation?

"Advertising is intentional publicity. Good advertising is intentional publicity that is striking, attractive and convincing; for if not striking it will not be noticed; if not attractive it will not interest; if not convincing it will not sell goods—and if it does not sell goods it is not good advertising."

In defence of the first statement it can be urged that publicity, to be advertising, must be intentional. If unintentional it is either fame or notoriety, but not advertising. There is no attempt in the above definition to classify advertising, for, in the opinion of the writer, any definition that classifies, limits. And a limited definition is no definition at all.

W. H. HALE.

New School Bureau May Start Newspaper Campaign

Merle Thorpe, head of the journalism department of Kansas State University, has been appointed head of a bureau of information which has been created to disseminate information regarding the progress of State educational institutions. Just what plan will be adopted to disseminate this information has not yet been decided. It is probable, however, that a newspaper campaign will be outlined. The duties of the bureau of information shall be "through proper representatives to see to the dissemination of information of importance to the people of the State of Kansas from their respective schools, and as a committee to meet together to devise ways and means of giving more extensive and effective information as to the work of the schools in relation to the people of Kansas."

British Army to Advertise

The British War Office, having become convinced of the value of advertisement in order to obtain recruits for the army, has placed a contract with Hedley F. Lebas, Director of the Caxton Publishing Company, who will undertake a publicity campaign which will bring the attractions of the army before young men in all parts of the country.

The new departure means that the press is going to do in 1914 by persuasion what the press gang did a hundred years ago by force. No fewer than 40,000 men are needed to fill vacancies in British regiments, and under the present methods they cannot be obtained.—*New York Times*.

Change for Cosgrave of "Hardware Age"

P. J. Cosgrave, who has been central Western manager of *Hardware Age* since the paper was established as a separate publication from *The Iron Age*, has joined the home office staff of *Hardware Age* and will have charge of its advertising matters in New York, Pennsylvania and New Jersey, succeeding Frank C. Thomas. Mr. Cosgrave will be succeeded by Will J. Feddery, who is an experienced hardware salesman, having been for many years Western representative of the Simonds Manufacturing Company, of Fitchburg, Mass.

New Style Hairpin Being Advertised

The Yale Novelty Company, of New York, which has a factory at Leominster, Mass., is using full pages in a trade journal to tell of the merits of a hairpin "which will not fall out."

A patent has been applied for the hairpin, which has been christened "The Nobby Hairpin." The pins are put up in sanitary transparent paper packages arranged on cards.

When
you want to
reach the Retail
Shoe Store, re-
member that the

BOOT and SHOE RECORDER

pays a weekly
call to

90% of the best
rated shoe stores
in this country.



BOOT AND SHOE RECORDER PUB. CO.

"The Great National Shoe Weekly"

179 SOUTH STREET
BOSTON, MASS.

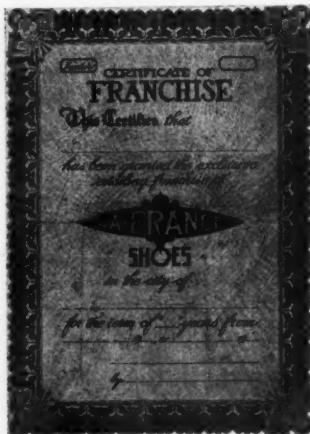
NEW YORK
CHICAGO
ROCHESTER

PHILADELPHIA
ST. LOUIS
CINCINNATI

Certificate of Franchise to Quiet Dealer Fears

Device Successfully Used by Makers of "La France" Shoes in Relations with Exclusive Agents—Dealers, Thus Sure of Control of Brand, Push It More Energetically—Company's Explanation

IN view of the frequently-heard objection to handling nationally-advertised goods, from the standpoint of the retailer, that after the latter has put money and effort into building up a local demand, the selling rights may be taken from him, the plan which has been adopted by Williams, Clark & Co., Lynn, Mass., shoe



THE FRANCHISE GIVEN DEALERS

manufacturers, of insuring the exclusive possession of the selling rights, is of interest.

The company has created a "franchise" for the sale of its La France line of shoes in each locality, and enters into a legally enforceable agreement with the retailer, by virtue of the franchise, whereby he is to have the exclusive selling rights during a definite term of years. The certificate of franchise is similar in appearance to a stock certificate, and has the necessary impressive appearance.

The face of the certificate bears the following, in addition to a number:

"This certifies that _____ has been granted the exclusive retailing franchise of La France Shoes in the city of _____ for the term of _____ years."

In explaining the reason for the adoption of the franchise system, the company has made the following announcement to the trade:

"For years retailers have stocked trade-marked shoes with an enthusiastic start-off. But thereafter, no matter how good the shoes were, there has never been absent the feeling that makers were not 'free agents.' Therefore, most retailers have kept their agency only because they had in the main established a profitable trade for such shoes, and had endorsed them with their prestige.

"These merchants never had the control over the line they knew they should have. They knew that the agency might be taken from them—and many had such unfortunate and unfair experiences. Few felt that permanency of proprietorship they had over most of their other lines. And many felt an unfair profit restriction."

The company then declares that the adoption of the franchise system is a policy of justice that enables the retailer to push La France Shoes with confidence and enthusiasm, and reap the reward of enhanced reputation and profits. The agreement not only gives the retailer legal protection in holding the agency for the term of years agreed upon, but also provides for renewal at the option of the dealer.

Cereal Campaign Starts

The Golden Rod Milling Company, of Portland, Oregon, has started a newspaper campaign on Golden Rod Oats. The main idea in the copy is to emphasize the fact that this product is made from plump Oregon oats—weighing 36 to 40 pounds to the bushel, and said to contain more meat than any other oats. A coupon is placed in each package which entitles the holder to a free recipe booklet when properly signed and mailed.

83% gain

Current Opinion
Is Growing

The January, 1914, issue of CURRENT OPINION contains 83% more cash advertising than was carried in the issue of January, 1913.

For honest, high class advertising appealing to America's most desirable people—CURRENT OPINION should be considered.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 1, 1914

Playing With Fire

Advertisers and their traveling salesmen, too, who indulge in loose talk about competitors and other factors in the trade are not helping business conditions to any large and well-defined extent. Such kinds of talk are loose charges against many corporations or combinations as being "trusts" or "in the trust." The motive is seldom to protect oneself or to expose the other, but merely to asperse and hold a competitor up to obloquy, with the result that confidence in all business is shaken.

A case in point comes directly under our notice. R. H. Macy & Co. have just won their suit against the American Publishers Association, as reported a week or two ago in PRINTERS' INK, the gist of the Supreme Court's decision being that copyright as well as patent property is not excepted from the provision of the Sherman Law against monopoly. Now comes out the Macy store with an advertisement in which it celebrates its victory over "the formidable Book Trust" and refers to

"Trust-fixed prices," the "dictates of the Trust," etc.

And the term is entirely unjustified. Nothing in the decision of the court, or in the facts, or in the motives of the publishers, give the charge any standing.

What is a trust? The latest dictionary definition is:

An organization or association of industrial corporations, a majority (at least) of the stock in each of which is transferred to a central committee or board of trustees, who, while issuing to the stockholders certificates showing their interest and right to dividends, exercise the voting power of the stock in electing boards of directors for the various associated corporations and in other ways, and thus direct their policy for the common object of lessening competition, regulating production and lowering its cost, and increasing profits; a corporate trust—(Standard Dictionary, 1913).

The definition is colorless, but as Macy's uses it, the word receives a sinister significance.

It would not be pretended, however, that this voluntary association of book publishers, known as the American Publishers' Association, has any corporate control over its members. Plainly, then, it is not a trust in the legal and technical sense.

But perhaps, it might be contended, its actual workings made it amount to the same thing. Did it lessen competition, regulate production, lower cost and increase profits—all these together, because they are the joint object of trust management?

It did restrain trade, so the court decides, and thus lessened competition, however, slightly; but that is only one thing. With regulating production, lessening the costs either of production or distribution, or increasing the profits thereon, it had absolutely nothing to do. It did not fix prices. Each publisher did that for himself, on his own books, and for that reason fixed also his margin of profit. All competed strenuously among themselves for manuscripts and for dealers.

The agreement worked no injury to any bookseller. It is the right of a bookseller to sacrifice his profit that the court affirms; but only if the price is fixed or maintained by agreement among producers. The same right does

not exist if each producer deals with the dealer direct. In other words, a distinction of *expediency* and not of morals—one distinctly not warranting the stigma of "trust."

As to motive, what could have been more correct? To prevent the demoralization of the field and to maintain small independent book sellers, conveniently located with respect to the public, as against the overshadowing power of the big department stores—these motives seem to be bound up with right policy, these were honest purposes. Nothing more was ever charged.

Certainly nobody can point to the book publishers or book sellers as a class of marked rapacity. Not many of them have reached the status of a millionaire, although the department store, on the contrary, has furnished many millionaires, Marshall Field, Altman, Straus, Hearn, to mention no more.

This American Publishers Association has been simply a combination or association acting in one particular only in restraint of trade, and that not grossly, but with entire naturalness, under the supposed protection of the copyright law, which has only now been modified by the Supreme Court's decision.

And the members are left perfectly free to do individually what the law says they cannot do jointly.

The association, therefore, not being legally, technically or morally a trust, there is no excuse for calling it so.

It does not seem to us, from another point of view, that Macy's is well advised in persisting in doing so. The public is not discriminating in its judgments; even less so than the department store has in this instance shown itself to be. In representing as a trust an organization that is voluntarily co-operative, and doing so in order to derive an immediate advertising advantage, and merely because of the organization's size, Macy's is adding to the popular hostility to corporate size, and hence is making easy the way for a legal inquiry into the huge depart-

ment stores and their methods of pricing. When that time of inquiry comes, if it does come, the extreme solicitousness that it now professes for the public welfare will make it extremely difficult for it to stand on another platform then. We do not know that it might not welcome such an inquiry and that the latter might not be a good thing for the public. We merely mention it as something, good or bad, Macy's may be called on some time to face if it continues to foster the notion that mere size or attempts to regulate price constitute a trust.

And the same moral applies to all business houses whose salesmen are talking "trust" to dealers to get their business. Where there is one excuse for such representations there are a dozen exaggerations and the exaggerations do untold harm in besmirching all business, confusing the good concerns with the bad and making reform difficult and unsought. Salesmen and houses who talk that way are sowing the wind to reap the whirlwind.

Wouldn't Let Printers' Ink Help Him

"This question of what we should do about exclusive agencies is worrying me," said an executive of a big corporation recently. "I wish there were some way of finding out how other manufacturers in lines like ours stand on it."

On this man's desk, as he spoke, lay a copy of *PRINTERS' INK* containing a thorough article on exclusive agencies that covered the experiences of nearly a dozen representative manufacturers, gave the advantages and disadvantages of exclusive agencies and some valuable data on the retailer's viewpoint. Best of all, the article dealt with the facts as they existed, and there was no attempt to build up a fine theory.

But this executive hadn't read the article because the title didn't indicate that the information bore directly on his business. As he saw it, no article was of value to a shoe manufacturer that did not deal particularly with shoes.

He may pay \$50 or more some

day for a pretentious "investigation and report" on exclusive agencies that may not be as far-reaching or as accurate as this article in **PRINTERS' INK**, which represented considerable work by an earnest investigator, and to which very successful advertisers contributed.

At \$50 or even \$5, the **PRINTERS' INK** article would have been appreciated by this business man. Because it was in a regular issue of **PRINTERS' INK** and cost him less than five cents, he missed it and lost much that would have helped solve his problem.

What Makes a Good Ad?

Is there any general criterion of merit, broad enough to apply to all printed or placarded attempts to gain the public eye, whereby we may say, "This advertisement, in some measure at least, is fulfilling its mission," or "That advertisement contains the seeds of failure. It is attractively prepared, but nevertheless it misses its mark"?

Plainly, such a test goes behind all such matters as good position, attractive layout, and clever or forceful copy. Position, layout and copy are after all means to an end, not ends in themselves. What is that end?

"To sell goods," you say.

Quite naturally. But how are we to know beforehand whether our position, layout, and copy are going to sell the goods? Each in itself or all together may seem to be the best possible, yet the chance of failure is still there. Let us grant further that the goods and the prices are right, and that the machinery of distribution is perfected, so that in the final analysis it is only a question of the advertising; even then we have yet to put our finger on the vital factor that will determine the success or failure of the campaign.

The campaign must be properly timed? Yes. It must reach the right people? Yes. And tell about the goods? Yes. And show their merit? Yes. And wind up with an action-inciting appeal? Again, yes.

But will the action follow?

There's the rub! Will the readers believe what you tell them? Will they take it to themselves, and say, "This article is something that I need more than I need the money, or more than I need the similar article that I have been using"?

In a word, will they give you their confidence?

Does your advertisement carry a message of helpfulness to them, or does it simply tell them that you are trying to sell something? That is the answer.

If your advertisement reads as if you were trying to make a profit out of the reader by hypnotizing his judgment, instead of seeking to meet his needs or desires, all the space, copy "punch," and artistic layouts in the world will not make it a good ad. You may talk yourself black in the face about the "benefits" to be derived from using your goods, but it will do you no good. If your mind's eye is on the dollar you are seeking, the ring of the metal will get into your voice, and somehow it will sound more like brass than silver.

And that, it seems, is the basic, the ultimate test of what we may call technical merit in advertising. If your copy appeals to the reader as *helping him*, he will heed it. If it reads as if you were trying to use him as a means to help yourself, he will turn away. And the difference is perhaps oftener a subtle matter of "how it sounds" than of any specific difference in theme.

"Song Coupons" Latest Cigarette Enclosure

"Song Coupons" are being given away by the Liggett & Myers Tobacco Company to boost the sales on Dubeo Cigarettes in Philadelphia. The songs offered are those that are popular on the local stage. One recent advertisement had for a headline the title "What A Fool I'd Be" and the first line of the song, which was being sung by Sadie Burt in the "Passing Show." By hooking-up the cigarettes with popular songs it is not likely the name "Dubeo" will soon be forgotten.

Field and Farm, an agricultural weekly of Denver, Col., on January 1 became a member of the Associated Farm Papers.

A Salesman!

Mills, men and machinery can be had a-plenty, but without salesmen all remain idle.

No, he is not a man of magic. He is just a real man possessed with a wide angle understanding of human nature. He sees the buyer's side as well as his own and knows he wants a square deal and will soon learn if he is not getting it either in price, goods or methods.

He knows his goods and believes in them and prefers to sell them right later than wrong now. He knows the buyer respects him when he won't give concessions and that time, work and perseverance sell his prospect eventually.

He knows that human nature prefers sunshine, optimism, confidence and prosperity, to gloom pessimism, doubt and calamity. He is the sun ray of man and where he goes business blossoms because he breathes confidence and confidence is the fount of all business. He does not waste his energy worrying over what will never happen. He just works—and mills, men and machinery move accordingly.

He is a thorough American and believes in his country. He believes it is 85% right and is not going straight to dog-land to-morrow.

He is glad to be one of its citizens and give his help toward making the 15% wrong—right.

He is proud of his country's crop yield, \$2,277,000,000, for 1913.

He is proud of his own record for 1913—the biggest in his 31 years.

He is already after his share of that \$2,277,000,000, for 1914.

He wishes you a prosperous New Year and his name is

L I F E

Gee. Bee. Are.

B. F. Provandie, Western Mgr., Marquette Bldg. 1537, Chicago

seph Appel, advertising director for John Wanamaker.

In the introduction to the book, Mr. Reisner tells of a conference at the home of O. J. Gude. "Quite recently," says Mr. Reisner, "it was my privilege to dine at the home of the widely-known advertiser, O. J. Gude, to talk over the advisability of church advertising. Mr. Freeman, Mr. Joseph Appel, the director of Mr. Wanamaker's advertising, and a number of other splendidly skilled publicists besides the host were present. Five hours of earnest discussion were carried on as to the need and advisability of church advertising, and it was not a spiritual attitude which led to the unanimous conclusion that the day was at hand for the church to push itself to the front, since men in their deepest hearts need it."

Perhaps a fair idea of what the book is like can be gained from some of the various references to the prominent advertising men and quotations from them with which the book abounds. For instance, in the chapter on "Why Should Churches Advertise?" we read: "Mr. W. C. Freeman, known everywhere for his work in purifying advertising methods and in standing for righteousness as a basis for all promises made in 'copy,' proposed to the writer that an appeal be made to Mr. Carnegie and some other millionaires to found such a fund, with a good publicity man as agent." The fund referred to was one for advertising in New York City.

In the next paragraph—"the general manager of the New York Times said to the writer at a banquet in New York, 'The churches have the best kind of news if we only knew how to get at it.'" Thus Mr. Reisner goes on to show how a campaign fund might be secured and that the interest to make good copy is not lacking.

Later W. H. Johns answers the question as to the church's neglect of advertising as follows: "Probably for the same ethical feeling that governs the medical profession." Further on Mr. Johns says, "It (the church) must advertise in order to widen its influence for good. It is its duty."

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

Valuable Editorial Experience Available

My experience has been as follows:

One year in the advertising department of a great New York daily, a similar period as a reporter; then staff writer on Printers' Ink till I accepted a position as associate editor of the Christian Herald where I spent three years in charge of news, features and makeup.

Obviously this experience gives me practical insight into both business and editorial departments of journalism. I believe some advertiser or publisher can employ me to advantage. Age 30.

THEODORE RAND-McNALLY,
269 West 72nd Street,
New York City.

As to whether church publicity pays or not, Louis Wiley has this to say: "The church can easily secure money for the trial effort if the matter is presented properly to a sensible body of business men—the successful business men who give you their active support in every movement which you inaugurate for the advancement of your work. I say, very easily, because successful business men know the right kind of advertising is not an expense, but is an investment which yields all it costs with a fair profit."

In regard to the same question, W. W. Manning is quoted as saying: "I think the church members should be educated on some of the fundamentals of publicity, as I think they would like that word better than the word 'advertising,' and I believe that the ladies of your church and men's clubs could run some entertainments for the expressed purpose of getting this money. This plan, it seems to me, is better than trying to secure a philanthropist, because people invariably appreciate what they have to work for from within or without."

MR. COLGATE'S EXPERIENCE

Near the end of this chapter on "Does Publicity Pay?" Mr. Reisner has this to say about a well-known advertiser, "Mr. Colgate, in the midst of a prayer for help while walking to New York with his bundle over his shoulder to find his first job, pledged that one-tenth of his first money should be given to religious work. He kept his promise by laying aside ten cents of his first dollar earned at hard labor. Eventually he gave away half of his income and finally all of it."

Mr. Gude contributes in the chapter on "The Minister Who Advertises." Says he, "But the church, like a commercial institution, cannot profit by publicity unless it can supply to the people something that the people want—unless it gives something back to the people for the time the people give the church. It must study the spiritual needs of the average individual just as the wise commercialists study the material

needs of the average of mankind."

W. R. Hotchkiss says in the chapter, "Learning How to Advertise": "I have seen advertising that was intended for newsboys, using such text as 'Have you been washed in the blood of the Lamb?', a phrase that is unquestionably understood only by a theological mind, and a sentiment which repels because it makes the outsider think that religion can appeal only to people of entirely different character from ordinary human beings."

Mr. Reisner devotes quite a bit of space to the question of "Paid Newspaper Advertising," and shows cartoons, copy layouts, etc., which are recommended for use by other churches.

Other chapter headings are "Making the Church Prominent," "Phrases in Advertising," "Employing Cuts for Emphasis," "Out-Door Advertising," "Morning and Mid-week Methods," "The Sunday Night Service," "Groups, Speakers and Subjects," "Sunday Schools and Children," "Attracting Adults," "Revival Meetings." In the chapter, "Phrases in Advertising," mottoes are given considerable attention. One of O. J. Gude's is particularly featured. Says Mr. Reisner in this respect: "Mr. O. J. Gude has in his office a motto. It has an interesting origin. He discovered that a number of his men had fallen into a rut. They were satisfied with their salaries, and did their ordinary round of duties faithfully but monotonously. They had no ambition for improvement, and hence his business was not growing. He reorganized and put the institution into departments, with a head in charge of each one. Several unambitious but capable men were either put in secondary places or given a discharge with salary until they could find another position. Then he put up his motto and insisted that everyone who worked for him must abide by it. The motto was 'Grow or Go.'"

Near the conclusion of the book Mr. Reisner shows that he has a well-developed news sense. He tells how prominent advertising men were asked to speak at one Sunday evening service, and that



Motor Life

**IS NOT A TRADE PAPER
CONTENTS PROVE IT**

An analysis of paid-in-advance (mail) subscribers for a New York advertising agency shows:

Cincinnati

Paid-in-advance
subscribers . 210
Replies 48
Percent replies 23

Two are dealers.
Two are truck owners.
Four intend to buy cars within 8 months.
Four refused information.
38 own a total of 46 pleasure cars.
28 1/2% of this number own low-priced cars.
(less than \$1,500)
29 1/2% own medium-priced cars. (\$1,500 to \$2,500)
42% own high-priced cars. (\$2,500 to \$6,000)

St. Louis

Paid-in-advance
subscribers . 274
Replies 48
Percent replies 17

Three are truck owners.
Five intend to buy cars within 8 months.
Two refused information.
64 own a total of 68 pleasure cars.
30% own low-priced cars.
37% own medium-priced cars.
33% own high-priced cars.

Circulation Only auto paper with
50,000. A.A.A. Audit

Motor Life is the largest selling motor magazine in the world. More sold on newsstands than all other automobile papers combined.

Papers are cut off with expiration of subscription. No free list.
Renewals average 70% (high)—the indication of strength.

Lowest rate per line per thousand. 1/3c. per line per thousand cars owned. Several manufacturers have built businesses through Motor Life.

"Motor Life leads them all in inquiries and actual results"—*An Advertiser.*
"I wish there were more automobile publications so profitably resultful"—*Advertiser.*
"Make more sales from Motor Life than any 2 other papers"—*An Advertiser.*
"Direct results amounted to twice the cost of the page"—*An Advertiser.*
"Motor Life gave better results than any other medium"—*An Advertiser.*

WE PREFER KEYED ADVS.! GET THAT?

Send for circulation statement by States to Motor Life, 357 West 58th Street, New York

since the newspapers reported these men, no better publicity could be obtained. Mr. Reisner also explains other publicity "stufts," such as inviting sailors of the North Atlantic Fleet to church through an introductory letter from Mayor Gaynor to Rear-Admiral Osterhaus; a baseball service which six prominent members of the New York "Giants" attended, etc.

Mr. Reisner's book, which is generously illustrated, is published by The Methodist Book Concern.

Penny Postage and Advertising Letters

THE Publicity Division of the Indianapolis Chamber of Commerce, which is the old Indianapolis Adscript Club, recently discussed the profitable use of one and two-cent postage for advertising letters. The meeting was in the form of a symposium, several talking for three or four minutes and relating personal experiences.

Edward R. Campbell, of the Campbell circular advertising company, laid down some rules, upon which he bases his advice to customers who want to use the mail for purely mail-order propositions, touching, particularly, those cases where re-orders are not to be had because of the nature of the business.

He said that where re-orders were expected and in businesses where they had been the rule, the question of the original postage expenditures was complicated beyond the simple rules he named as to single-order propositions. As a rule, he advised those who expected to send out circulars for non-re-order business against the use of the mail at all if the profit in the article were less than a dollar. If the profit is from one to five dollars, he advises the use of penny postage, and if above five dollars, he suggests first-class postage except where the matter is heavy enough to require a red stamp as printed matter.

"To illustrate," Mr. Campbell continued, "a man came into my

office recently with the idea of sending 10,000 circulars offering a twenty-five cent article upon which there would be twenty cents profit at the factory. Re-orders could not be reasonably expected. I urged him not to try it at all, showing him that the printing, postage and mailing would cost \$300, and that even with ten per cent, or 1,000 orders, he would only get \$200 back. He then suggested that he use one-cent postage, and I showed him that even at that his loss would be practically certain. He did advertise the article in the 'want ads' of some newspapers and made it pay."

In connection with advertising letter mailing generally, Mr. Campbell thought the green stamp was often blamed for failures that were due to plan, to copy or to the printed matter itself.

Howard T. Griffith, of the Udell Company, furniture manufacturers, told of his successful use of the red one-cent parcel post stamp for circulars. It will be recalled that the red parcel-post stamp is similar in size, color and general appearance to the Panama Exposition stamp. He mailed some circulars in a pink open-end envelope with a red border, harmonizing in color with the red penny stamp, and found he did better than when he used another penny of postage. The cost considered, for there was practically no difference in the returns.

Mansur B. Oakes, of the Insurance Advertising Bureau, told of mailing circulars under one-cent postage to insurance men. In one corner of the envelope, which carried a penny stamp, he printed, "This proposition is important to you. By mailing it under a one-cent stamp, we saved \$100. It must have immediate attention or will be of no value to you."

He said that the results obtained were only fairly satisfactory, but that a considerably better return came from the use of this announcement in combination with a penny stamp than came from letters he sent on trial, with the same proposition, under two cents postage and without such an announcement on the envelope.

Adventures in Getting Out the First Catalogue

By W. Livingston Larned

OURS was still a comparatively small concern when we decided to get out a catalogue. Our salesmen on the road were the first to suggest it.

Our firm, too, felt the need of a catalogue. It would not be an imposing affair, bound in leather and tipped with gold, but such articles as we manufactured were to be shown, together with a comprehensive, chatty history of the house, prices, etc. I assumed the responsibility of getting the preliminary material together.

Have you ever attempted this? Do you know what it means to shoo all of your heads of departments into one coop and make them actually write out comprehensive and coherent data? Did you ever, for instance, round up a stampeding herd of list prices, in the hope that market conditions wouldn't change 'em before you could get 'em in type? Did you ever go to the secretary of your company with the request that he write off a dignified résumé of the firm's history and, at the expiration of fifteen days, have him hand you a great sheaf of old-fashioned foolscap, containing enough raw material to feed a hungry book press for life? Have you ever attempted to read that voluminous manuscript and found yourself weeping bitterly down your shirt bosom the while?

After rambling on irrationally for fifty paragraphs, he went clean daft and began to tell the color of the boss's hair and why the janitor of the main office was a Baptist. He'd stick to facts for a second or two and then shoot upward with a loud bang. It was one of those early literary efforts. I thanked our secretary and took the bundle home, intending to edit it, and attempt to put it in some sort of professional shape. But the task was after the fashion of a jig-saw puzzle. I couldn't fit the thing together

after the slashing process. It wouldn't fit. Whereupon I began the story myself and at three the next morning experienced a great sympathy for the secretary. Literature is a gift. It requires years of experience to sit down and write a "Message to Garcia" or a bond issue circular.

RESPONSES FROM PRINTERS EVERYWHERE

At the last moment, we remembered that the job would have to be printed. Inwardly I had a misgiving that the catalogue would have to be re-written, too. Some ten letters were, therefore, sent out to certain large printers the country over. These letters were after the approved pattern. Among other things I recall we said: ". . . This is a purely competitive proposition. The order for the catalogues will go to the firm submitting the most comprehensive plan and the most economical cost figure, consistent with good work. It is only fair to state that others have been asked to submit bids. If you care to undertake the work, we will send data, photographs, etc. A dummy must be submitted."

Our local printer dropped in one day and suggested that it might not be a bad idea for us to hand the order over to him. He had printed other similar catalogues, was right in the same town and could work co-operatively, under our personal supervision. He was given no encouragement. We looked upon this man as a "Job-Printer." It was all very well for him to turn out letter-heads for us, or box labels, but a catalogue—scarcely!

About two weeks later impressive registered packages and voluminous letters began to arrive. We had sent out ten letters only but the mystic word went broadcast. Printers from Kalamazoo to St. Augustine, Fla., submitted

Big business has been
going to school in 1913—

Big statesmen too.

There is every indica-
tion that both have
profited by their tuition,
and that all of the people
will benefit by it in 1914.

We want to congratulate
our many customers for

the splendid faith they showed in the ultimate stability of the nation's institutions, and to thank them for their liberal patronage in the year just closed.

We wish all of them and everyone a most Happy and Prosperous New Year.

O. J. GUDE, President

The O. J. Gude Co. N.Y.

dummies. Of the letters I leaned to those starting out in this fashion:

You want your catalogue not merely "put together," as the average printer does it. A catalogue is not merely a matter of type and illustrations. There must be injected into it the "personality" of a master-mind at book-making. We have such a man in our employ. That is our big talking point. He does nothing else. He is a "Catalogue Specialist." He has "tailored-to-fit" catalogues for some of the largest and most successful firms in the world. He will give his personal attention to this order.

AN ALL-DAY CONFERENCE

I unpacked several bags of dummies, had them all spread out on the big table in our directors' room, and a mass meeting of those most interested was held. I do not believe there was as much excitement during the labor strikes of 1901. At high noon we had our coats and vests off and were fighting. The secretary had been insulted and threatened to leave and the president and his son were helplessly involved in argument. All of the foregoing arose through a slight misunderstanding as to which was the best dummy. It would appear perfectly easy, with so much material, to settle upon one dummy. About all you have to do is to sift out the unworthy ones and continue to sift until there is only one left. We tried that. It didn't work. The first three selected by a majority as being impossible, the president thought exceptionally superior. So we spread them all out again, and got a fresh start. Feeling my way through the cigar smoke, I managed to find what seemed to me to be a very sensible, dignified and irreproachable dummy. Later, I learned that it was the first one our vice-president had discarded. Two hours of heated controversy followed. We grew to mistrust and dislike one another. The president's son left the room in a huff. Our secretary sat in a corner and sulked. Various heads of departments were afraid to express any opinions whatever, in view of the fact that no two agreed. We capitulated, shook hands all around, lighted fresh cigars and

expressed mutual regard for each other's artistic opinions.

THE PRESIDENT BALKS

By three o'clock seventy per cent of those present sided with our president in his selection, as a touch of diplomacy, only to discover that this made him doubtful of his own selection. He must have made a mistake. That plebeian "bunch" were trying to "put something over" on him. His suspicions were very properly aroused. So, following another minute inspection of all the dummies, he fell upon one that had escaped his notice before, and kissed it feverishly. The head of our technical department pointed out a number of glaring faults. His president turned upon him in a violent and temperish burst of indignation.

Of the dummies themselves, I have only honeyed words to say. Their covers most impressed us. They ran the range of pictorial subjects, from an allegorical painting of "justice" holding our trade-mark in air, to a nest of strange and uncanny Rococo decorations.

Try, sometime, to select a simple, Grecian effect, done in silver and gold and embossed lettering on royal purple stock, as against a hand-painted figure of "Liberty" unrolling your favorite catchphrase. You can't. The big dummy at the end of the table, picturing the entrance to your main building, is by far the most satisfactory of the lot.

In our excitement, it never occurred to us to consult prices. It developed that some of those dummies when printed would cost more than our capital stock. One in particular, that I recall, required no less than fifty cents worth of sheet gold per catalogue. We might have printed an issue of fifty books and sent them out to a selected list under guard. Another estimate for photo-retouching alone ran up into the thousands. Bindings were from full morocco to embossed Chinese parchment.

And still we argued! It was my suggestion that our president

himself decide. It was, after all, his privilege. I never made a greater mistake in my entire life. I was accused of not having stability of character, and other things, and besides, the president was unable to arrive at a definite understanding. Incidentally, who was to pay for the preliminary work on the dummies that were not accepted? Somebody in the room was unkind enough to suggest that *we* would, if we reckoned on the average flat price per ten thousand catalogues.

THE MAN WITH THE GOODS

Attempts at preserving order were ignored as the afternoon lengthened. We found ourselves walking on gilt-edged dummies and sitting on elaborate "plans." Into this breach tumbled the little village printer-man. He had an unassuming yellow-paper dummy, roughly penciled, and a bid. The entire affair might have taken a day to put together, but it told its story, minus gold. He had

collected odd cuts of our various goods, proofed them, pasted them on the pages and recommended, among other things, that until we were at least five years older in business we had best economize by using stock in hand rather than photograph and retouch our output. He happened to have, he said, a consignment of perfectly good book paper he had bought at a bargain and we could have the benefit of this. The cover was nothing more startling than two ovals containing halftones of our first tiny workrooms on Broome Street and our present factory and outbuildings. "Ten Years of Commercial Growth of a Great Industry," I believe, was the title. The catalogue was all printed and ready on the thirtieth day of the month.

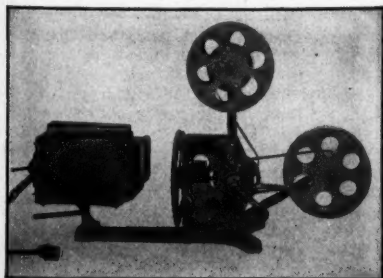
I'm rather proud of it, now that I rehearse the incidents leading up to its birth. And our president thinks the cover idea the cleverest thing that has been gotten out in the past thirty years.

Can put news value in your ad copy

Brilliant New York newspaper man, twenty-five years old, now wants to enter the advertising field.

Will start anywhere. Has forged his way into and upward in New York and will do it again.

College man who has had selling experience. Address "E. P. C.," Box 134, care Printers' Ink.



The Phantoscope

Motion picture advertising is doubtless the most effective advertising in the world. The Phantoscope is an 18-lb. motion picture projector using standard film. It takes current from any convenient lamp socket in office or hotel room, and projects large pictures. The machine can be stopped and the picture examined at leisure—the film will not catch fire. Also projects standard lantern slides. A suit-case motion picture projector for \$75 complete. We also make motion picture cameras.

The Phantoscope Mfg. Co.
Washington, D. C.

Are There Territorial Limits to Trade Rights?

Details of a Case Just Filed in United States Supreme Court—Three Firms State Their Claims for Same Trade Name, Which Each Has Used in Separate Territories

THE use of a trade-mark in advertising is brought squarely into issue in an interesting case just filed in the United States Supreme Court. The particular question upon which the controversy hinges, and which is of especial significance to advertisers and manufacturers, is whether or not a territorial limit may be placed upon a trade-mark.

The case has been carried up to the court of last resort from the U. S. Circuit Court of Appeals for the fifth circuit, and a petition for a writ of certiorari has been filed by the Hanover Star Milling Company, which thus takes the final legal step in its dispute with D. D. Metcalf, a retailer.

In the petition recently filed at Washington the Hanover Star Milling Company sets forth that, as outlined when the case originated in the U. S. District Court for the Middle District of Alabama in March, 1912, it is a corporation engaged in the manufacture of flour at Germantown, Ill., and action was taken in Alabama because Metcalf is engaged in selling flour at Greenville in that State. The Hanover Company sets forth that for twenty-seven years it has been engaged in the manufacture of a brand of flour sold under the name Tea Rose, and under a distinctive marking, and that this flour has been on sale in Alabama for twelve years prior to the origin of this suit.

BIG ANNUAL BUSINESS IN "TEA ROSE"

It is explained that by maintaining the quality of the flour and by extensive advertising the firm built up a market whereby it was enabled to sell annually in Alabama more than one hundred thousand dollars' worth of the Tea

Rose Flour. Furthermore, by virtue of this trade it was enabled to sell annually in Alabama large quantities of other flours, and the trade in Tea Rose extended to many other States, particularly Georgia and Florida. Thus the brand Tea Rose had become the petitioner's common law trade-mark, and it is set forth that until a few weeks prior to the filing of the bill in court the flour manufactured by the Hanover Company was the only flour offered for sale in Alabama under the name Tea Rose.

The claim against the merchant Metcalf is that, acting as the agent of a mill located at Steeleville, Ill., he has been selling in Alabama different flour under the name Tea Rose, and has been marketing this flour in packages substantially identical with those used by the Hanover Company. Unfair trade and fraudulent competition has been charged as well as infringement of the petitioner's common law trade-mark, and it is asserted that the matter in controversy exceeds, exclusive of interest and costs, the sum of \$3,000,000. In the initial action an injunction was sought by the Hanover Star Milling Company, and the bill was defended by the Steeleville Milling Company, the manufacturer of the flour sold by Metcalf.

The main points of the defense were that as early as the year 1872 the name Tea Rose had been used as a trade-mark on flour by the firm of Allen & Wheeler, of Troy, Ohio, and has been so used continuously and is now thus used by its successors, the Allen & Wheeler Company; also that the name has been used by the Steeleville Milling Company for more than sixteen years past, and that such use has been known to the complainant for six years past.

Relating the progress of the case in the lower court the petition just filed in Washington sets forth: "Hanover's flouring mill business dates back to the early eighties and since several years before the year 1893. Hanover has continuously used in marketing a portion of its flour the Tea Rose name and the Tea Rose sack. There is a tendency of the evi-

dence to show that later in the nineties the Steeleville mill made a very limited use of the name Tea Rose on a sack substantially like the Hanover sack, but it does not appear that in that period the flours came into competition. However, in about the year 1905 Hanover and Steeleville were each offering flour under the name Tea Rose to the same customer in Mississippi. As to this conflict an appeal was made by Steeleville to the Millers' Association for adjustment of the conflicting claims to the name, and Hanover insisting upon the earlier adoption of the name, Steeleville appears to have abandoned its use in that market.

CONFLICT WHEN EXPANSION BEGAN

"About eight years before this suit was filed Hanover determined to increase its Southern trade and began an extensive campaign of advertising, concentrating upon the name Tea Rose and the distinctive markings of the Tea Rose sack as its vehicle of publicity. Hanover's total sales at the beginning of this campaign of advertisement amounted to between one hundred and one hundred and twenty-five thousand dollars a year. In advertising the picture method was favored. The Tea Rose name and picture as it is upon the sack became more than a familiar sight in large portions of four different States; upon thousands of three-pound sacks of flour distributed gratuitously; upon thousands of large bulletins, signboards and banners; in the picture shows; upon large quantities of business stationery distributed to merchants; upon post-cards; upon many silk pin-cushions made in the form of miniature flour sacks; and upon the handles of pocket-knives; the popularity and reputation of the flour was pushed by Hanover doing what is known as missionary work—reselling to the retail merchants the flour ordered by the jobber. The money thus expended amounted to thousands of dollars. Hanover's sales were more than doubled, amounting at the time the bill was filed to between three

and four hundred thousand dollars a year. More than half of it was Tea Rose flour, and the remainder being sold upon the reputation of Tea Rose. The Hanover mill became known as the Tea Rose mill, and the capacity of the mill has been almost doubled to meet the growing business."

It is detailed that in the eight-year period of advertisement and trade expansion neither Steeleville nor Allen & Wheeler offered or advertised any Tea Rose flour upon the market of this extensive Southern territory. In February, 1912, however, the Steeleville mill, it is charged, attempted to sell a carload of flour in Alabama, this flour being packed in sacks labeled Tea Rose, looking as much as possible like Hanover's, and offered at a lower price than the Hanover product. It was the sale and distribution of this flour that led to the controversy in court which is now before the Federal Supreme Court.

TEMPORARY INJUNCTION ISSUED

As a result of the hearing of the case in the Alabama District Court a temporary injunction against the merchant Metcalf was granted at the close of the year 1912. Early in 1913 an appeal was taken to the U. S. Circuit Court of Appeals sitting at New Orleans, and this court reversed the finding of the lower court, condemning the Hanover Company to pay the costs in the case. The Hanover Company now brings the case to the U. S. Supreme Court, and asks that tribunal to require the case to be certified for its review under the acts of Congress permitting cases made final in the Circuit Court of Appeals to be certified for revision under certain circumstances. It is set forth, for one thing, that the decision against the Hanover Company in the Circuit Court of Appeals for the Fifth Circuit is directly contrary to the decision of the Circuit Court of Appeals for the Seventh Circuit, rendered in April, 1913, in a controversy between the Hanover Company and Allen & Wheeler Company involving the same trade-mark. The Hanover Com-

pany's petition also makes the point that the Fifth Circuit Court erroneously decided that trade-mark property was not limited to the territory occupied by the trade which was incident to the mark."

It is evident that this three-cornered fight between a trio of milling concerns, all using the same name or trade-mark on flour, is destined to result in a vigorous effort on the part of the various interests involved to induce the Supreme Court to indicate whether rights in the same trade-mark can be allowed to different firms in different localities—particularly if it can be shown that a firm has built up a trade in a specified territory in ignorance of the fact that another firm in the same line of manufacture had made earlier use of the same trade-mark in different territory.

Campaign for Recruits by National Guard

The National Guard of Pennsylvania is contemplating a campaign of publicity, either with posters or letters to boards of trade, chambers of commerce, and similar bodies. At the session of

the National Guard Association held in Philadelphia recently, its officers were unanimously in favor of the plan, and promised to use some method to obtain recruits.

Public speakers, business men and professional men will be urged to put forward the needs of the citizen soldiery and the benefits that members of the guard derive. It is contended that the National Guard is a great benefit to young men, in that it develops respect for constituted authority, obedience to superiors and fair treatment and courtesy to those in inferior positions; that it teaches punctuality and regularity of habits and keeps every man in good physical condition.

Mexican War and Oil Tank Ads

With all the talk in the air about Tampico, Mexico, the Ritter-Conley Manufacturing Company, of Pittsburgh, is cashing in on the situation. In its technical advertising it is showing a photograph of an installation of oil tanks for the Huasteca Petroleum Company at Tampico. The Mexican setting is adding interest to the advertising.

C. H. Rogers Succeeds Cabaniss

Charles H. Rogers has been made advertising manager of the Norfolk, Neb., *Daily News* in place of C. B. Cabaniss, who has taken up street car advertising in Minneapolis.

Never Reaches the Waste Basket

Did you ever see a New York City Telephone Directory in the waste basket or on a car seat, or thrown away and destroyed?

Do you know of any other medium that is consulted over 2,000,000 times a day and that offers such *persistent publicity*?

Such an advertising medium is worthy of your investigation.

Just telephone, call or write

New York Telephone Company

Directory Advertising Department
Telephone Cortlandt 12000

25 Dey Street

New York City

The Little Schoolmaster's Classroom

SOME one asks: "What is the general practice of advertisers with regard to inquirers who ask that no salesman be sent to call on them—that if they wish to order they will order direct or write again?"

The Schoolmaster cannot say what the general practice is, but he happens to know that one very successful advertiser does not respect such requests from inquirers as a general thing. And very often it happens that the inquirer who said he did not want to see a salesman changes that attitude quickly when carefully approached by a well-informed salesman, and places his order. The advertiser here referred to sends the salesman the original inquiry so that he may be on his guard.

* * *

"Would you write again if the dealer that you want and are soliciting, replies that he is handling other brands that give entire satisfaction and he does not wish to change?"

Sometimes it happens that the fellow who is told by the young woman that he need not come around keeps coming, and finally carries off the prize. Persistence is a great thing in advertising. What may be a dealer's view-point one month may not be his view-point next month; things can happen to change the situation. Besides, he probably admires the sticker.

* * *

It is interesting to see the attention that various large stores are giving to telephone salesmanship. Some excellent tracts and articles are being circulated. Telephone selling is really a fine art, and they are wise who awake early to its possibilities. Before long we may expect to see advertisements with such sentences as, "must have voice and temperament particularly adapted to telephone work."

* * *

The Schoolmaster asked the

sales manager of a high-grade printing concern the other day what his observation was as to the tendency of manufacturers who did a limited amount of advertising to bring in outside help for the preparation of catalogues, follow-up systems, etc., whether they seemed willing to pay the fees that really high-grade work is worth. This manager, whose observation, by the way, is unusually broad, declared without hesitation that experienced manufacturers and advertisers were more and more inclined to look for the outside man of special ability rather than the old-time "all around advertising expert." And he believed that the man of recognized special ability was usually able to command his price—much more likely than the high-grade printer! He bemoaned the willingness of advertisers to pay \$100 to \$500 for writing assistance while at the same time putting out the printing to the lowest bidder.

* * *

Interest in the technical processes of producing advertisements seems to be growing greater. The Schoolmaster has recently received several inquiries about the Ben Day process—how is it done? An explanation must necessarily be rather technical. An interesting description was given by a speaker recently before the Technical Publicity Association. This is used as the basis of the following statement:

It appears that to Ben Day a plate the engraver takes a gelatinous film, upon which is stamped the different patterns shown in the Ben Day Book and encloses it in a wooden frame.

This film can be swung at one end in a pivot frame fastened to a table; and the subject to be Ben Dayed, whether drawing or plate, is laid on the table, directly underneath the film. But first, the film is inked; and if a metal plate is used on the subject, the photographic image has been

printed on the surface, and all parts of the surface except those to be Ben Dayed have been covered with a coat of gamboge. The Ben Day film is then rubbed very carefully over the surface of the metal with an ivory pencil, leaving an inked impression; which remains when the gamboge is washed off, and survives the etching acid, with the rest of the image. Where a graduated effect is desired, running from a high light to a solid, the pencil is rubbed very gently over the light part, then heavier towards the darker part; then the film is shifted slightly and the dots near the solid part broadened.

Suppose you would like to have the solid black parts in the plate print gray. The natural way to do this would be by hand stippling. But there is another way. The operator covers the plate with varnish, leaving exposed only the parts to be stippled, and puts it in a mysterious looking box, called the "grain box." This is a large box enclosed on all sides, containing a wheel like a paddle wheel, and with a thick layer of fine resinous powder at the bottom. The wheel is then revolved, agitating the powder all over the inside of the box. The plate is inserted on a shelf towards the bottom of the box, and is covered by the powder falling upon it. The powder is then burned in, and the plate etched; and the result will be a grained effect instead of the solids.

* * *

The J. L. Hudson Company, of Detroit, and the Dives, Pomeroy, Stewart store, of Reading, Pa., are two stores which have recently established their own schools for the training of salespeople for "service salesmanship." In each store the work is in charge of a "service" man or woman who has

A Well Known Advertising Agency Man

is open to engagement in Greater New York as Advertising Manager or Head of Copy.

"M. B.", Box 135—care Printer's Ink

AD-TIP

No. 15 The Journal goes into practically every home in Elizabeth and is read by practically everybody in those homes. It has been doing this for over a hundred years. It's a waste of money to try to reach Elizabeth folks in any other way—and they're worth reaching.

Members A. N. P. A. Bureau of Advertising and Gilt Edge List.

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative
225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

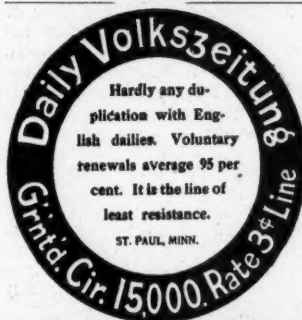
Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 125,667



"THE COUNTRY'S FOREMOST
MEDICAL JOURNALS"

American Journal of Clinical Medicine, Chicago, Ill.
American Journal of Surgery . . . New York
American Medicine . . . New York
Interstate Medical Journal . . . St. Louis, Mo.
Medical Council . . . Philadelphia, Pa.
Therapeutic Gazette . . . Detroit, Mich.

ASSOCIATED MED. PUBLISHERS

S. D. CLOUGH, Sec'y, Baywood Sta., Chicago, Ill.
A. D. McTIGHE, Eastern Representative,
286 Fifth Avenue, New York.

had special training for the work. The store-school idea seems to be spreading rapidly. The *Dry Goods Economist* says that of late an unusually large number of requests have come from the better class of merchants, asking for suggestions and systems for the training of help. This field of work will create a new and interesting occupation for well-poised men and women with ability as teachers, who have broad knowledge of human nature and retail selling.

* * *

He was a distributor of a widely used staple product, and in consulting with the Schoolmaster as to his needs in the way of follow-up advertising matter, he argued that he wanted only matter which he could send to dealers to keep the name of the product before them continually.

"But," contended the Schoolmaster, "what good will it do to hammer the name and virtues of this article to dealers when the brand is practically unknown among their customers. These dealers have no demand for it and they won't have unless you help to create a demand. Why not prepare some advertising helps that the dealer can use to create a demand and offer to cooperate with him in getting that advertising matter distributed. Then you have an argument to work on with dealers—we help you to sell the goods you buy from us, and so on."

"No," said the distributor, "there is a steady demand for this class of goods, and the brand does not cut any figure. I am interested in a dealer concern, and right along we change brands on these goods and find that customers will take our judgment and assurance that the new brand is as good as any. The dealer has this sort of business in the hollow of his hand, and if we go after him strongly, get him and treat him well, the rest is easy."

The Schoolmaster cannot go as far as this distributor went, but it is well for advertising men, zealous to work on the consumer strongly, to get up against things

sometimes as distributors and dealers see them.

The Alluring Army Ads

Discussing the recent marked increase in desertions in the U. S. Army, the St. Louis *Post-Dispatch* editorially urges that the War Department refrain from raising false hopes through pretty but unfair pictures in its advertising, when seeking recruits. To quote: "Wouldn't it be a good idea for the War Department to abolish its alluring advertising showing enlisted men looking as pink and pretty as ballroom fops, standing at ease 'neath the shade of sheltering palms, or engaged in such interesting occupations as telegraphy and land surveying, and put enlistments closer to a business basis? The Army can make a good showing to any prospective recruit in the plain black and white of a balanced account. The pay is good for the service rendered, allowances are liberal and retirement with pay comes early. Enlistments might be somewhat fewer if there were less emphasis upon the pleasant side of soldiering in the Government's advertising, but the men who enlisted upon a clear understanding of what they were doing would 'stay put.'"

Advertising Bill in Congress

Representative Kreider, of Pennsylvania, has introduced in the House of Representatives at Washington a bill for legislation against dissemination of false or misleading information through newspapers, periodicals, circulars or otherwise.

The bill provides penalties of \$100 fine or one year's imprisonment or both for all persons, corporations or associations that knowingly make or disseminate any statement which is untrue or calculated to mislead concerning the quality, quantity, value, merit or use, present or former price, of any merchandise, or the purpose or motive of sale of any securities entering into interstate commerce.

The bill contains the objectionable word "knowingly," which has the effect of practically emasculating any such measure.

Officers of New Vancouver Ad Club

Officers of the newly-formed ad club in Vancouver, B. C., are as follows: H. R. Pickens, advertising manager of the daily *NewsAdvertiser*, president; E. Woolston, of the Vancouver *Sun*, and H. E. Ward, an agency man, were elected 1st and 2nd vice-presidents, respectively; J. E. Patten, of the V. P. R. Market, was elected secretary.

The membership now numbers 98.

Frederick F. Schrader and Lyman O. Fiske have acquired a controlling interest in the New York *Dramatic Mirror*. Mr. Schrader will continue to be the editor and Mr. Fiske business manager of the paper.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified, Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

German National Weekly

St. Joseph's Blatt

MT. ANGEL, ORE.

Circulation 27,865. Flat rate 30c.

Established 1888



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. **AD. WIDDER**, 161 Broadway, Brooklyn, N. Y.

HELP WANTED

WELL EQUIPPED ART STUDIO doing work with large advertisers wants "live wire" representative. An interest in business can be secured on good terms by right party. Address Box 413-U, care of Printers' Ink.

ADVERTISING SOLICITOR by an old established, prosperous advertising agency in the Middle West. Agency experience in Middle West preferred, but will consider others. Good character, habits and hustle are essential. An attractive proposition for the right party, either with or without financial interest. Ability to bring one or more good accounts will have influence. Write fully, giving age, experience and reference both as to character and ability. Address "Ohio," Box U-410, care Printers' Ink.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad-gift. Just the thing for conventions, etc. Write today for samples and prices. **HELMET GUM FACTORY**, "Ad Dept.," Cincinnati.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions. will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

ADVERTISING manager, 8 years' experience, desires new connection. Now sales manager manufacturing concern. Only high class propositions considered, either agency or industrial. Box U-414, care of Printers' Ink.

Position Wanted in Paris

by experienced advertising man—American, speaks French—has been engaged copywriting, compiling catalogs in publishing and in technical advertising. Box 411-U, Printers' Ink.

AGENCY connection. Advertising manager, 8 years' experience, desires connection with established agency where he can give service he has often wanted and seldom obtained. Now sales manager manufacturing concern. Only high grade connection will interest. Box U-415, care of Printers' Ink.

What I Want

Can I locate somewhere that offers future? I want either position, partnership or interest where there are prospects. It may be in a small business or in a small mail order or agency proposition. Perhaps to start a new department of a large concern or to promote something entirely new. **HUSTLER**, Box U-412, care of Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—*Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc.* Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

THE WINTHROP PRESS, 141 E. 25th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

IN order to effect a quick sale owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. **HARRIS-DIBBLE COMPANY**, 71 West 23rd St., New York.

Printers' Ink's Subscription Prices

IN VIEW of frequent requests for special rates on single subscriptions and for clubbing offers on a number of orders sent in at one time, **PRINTERS' INK** wishes to bring attention to the following, as printed on all subscription blanks:

"Note: A subscription to **PRINTERS' INK** for one year costs \$2, for six months \$1. For three years, paid in advance, \$5. Canadian postage, fifty cents per year extra. Foreign postage, one dollar."

PRINTERS' INK offers no inducements for subscriptions, outside of editorial merit and interest. No premiums, no commissions to subscription agencies, and no low rates to any individuals or organizations.

Printers' Ink Publishing Co.

12 West 31st Street

New York City

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 28,046. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Government statement Oct. 1, 1913, 8,963; gross 8,387.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 89,361. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

New London, *Day*. Eve. Ave. cir., Sept., 1913, 7,355. Double number of all other local papers.

Waterbury, *Republican*. Examined by A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

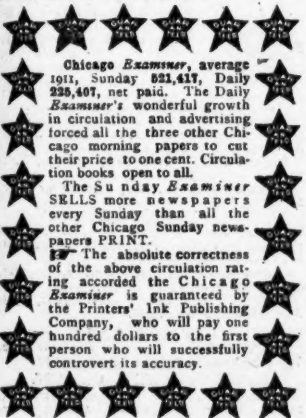
DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,304 (©). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 8,269.

Peoria, *Evening Star*. Circulation for '1912, Daily, 21,591; Sunday, 10,449.



Chicago *Examiner*, average 1911, Sunday 821,417, Daily 236,407, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Nov. 1913, 13,667. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,878; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader—Evening Tribune*, 1st 6 mos. 1913, 56,671. Sunday *Register & Leader*, 40,423. 40% larger than any other Iowa paper.

Washington, *Des. Journal*. Only daily in county. 1,978 subscribers. All good people.

Waterloo, *Evening Courier*, 16th year; Av. dy. 1912, 3,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,652.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn statement U. S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 63,961.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1912, daily 10,692.

Portland, *Evening Express*. Net average for 1912, daily 19,926. Sunday Telegram, 12,926.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 80,048. For Nov., 1913, 77,561 dy.; 58,846 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday 1912, 332,915.

Advertising Totals: 1912, 5,642,511 lines

Gain, 1911, 266,480 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©). Boston's tabular paper. Largest amount of week day ad.

Boston, *Daily Post*. Nov. circulation averages of *The Boston Post: Daily Post*, 427,861, *Sunday Post*, 344,974.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,563; 1911, 16,987; 1912, 18,338. Two cents.

Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 63,443.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,350.

Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,981.

MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,482.

NEW JERSEY

Camden. *Daily Courier*. Daily average Oct. 1st, 1912, to Mar. 31, 1913, 20,935.

Camden. *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton. *Times*. Only evening and Sunday. '10, 19,238; '11, 20,115; '12—21,960.

NEW YORK

Albany. *Evening Journal*. Daily average for 1912, 15,158. It's the leading paper.

Buffalo. *Courier*, morn. Av., 1912, Sunday, 99,692; daily, 84,496; *Enquirer*, evening, 37,182.

Buffalo. *Evening News*. Daily average, ten months, 1913, 103,215.

Gloversville and Johnstown. N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady. *Gazette*, daily. A. N. Lacey. Actual Average for 1912, 22,010. Benjamin & Kennor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica. *National Electrical Contractor*, mo. Average for 1912, 3,668.

NORTH CAROLINA

Winston-Salem. *Daily Sentinel* (e), av. Sept., '13, 4,833. *Semi-Weekly Sentinel*, av. Sept., '13, 6,923.

OHIO

Cleveland. *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,404; Sun., 124,350.

For Nov., 1913, 118,873 daily; Sunday, 146,892.

Youngstown. *Vindicator*. D'y av., '12, 16,971.

LaCrosse & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie. *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,085; 22,345 av., Nov., 1913. A

larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Sweeney Agt., N. Y.

Philadelphia. *The Press* (©©) is Philadelphia's Great Home News-

paper. Besides the Guarantee Star, it has the Gold Marks and is

on the Roll of Honor—the three most desirable distinctions for

any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,223;

the Sunday *Press*, 178,454.

Washington. *Recorder and Observer*, circulation average 1912, 13,060.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, 15,158. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

York. *Dispatch and Daily*. Average for 1912, 19,658. Covers its territory.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation for 1912, 21,097—sworn.

Providence. *Daily Journal*. Average for 1912, 24,468 (©©). Sunday, 24,771 (©©). *Evening Bulletin*, 83,547 average 1912.

Westerly. *Daily Sun*, George H. Uiter, pub. Circulates in Conn. and R. I. Cir., 1912, 9,548.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 8,699.

Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149;

Sunday, 18,535. March, 1913, average, daily, 20,460; Sunday,

20,150.



VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1912, 6,083. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. 9,418 net. Largest city and state.

VIRGINIA

Danville. *The Sun* (eve.) Aver. Oct., 1913, 5,370. Nov., 1913, aver., 5,870.

WASHINGTON

Seattle. *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It

combines with its 1912 cir. of 64,153 daily, 24,544 Sunday, rare

quality. It is a gold mark paper of the first degree. Quality and

quantity circulation means great *productive* value to the advertiser. *The Times* in 1911 beat its

nearest competitor by over two million lines in advertising carried.

Tacoma. *Ledger*. Average year 1912, daily and Sunday, 21,347.

Tacoma. *News*. Average for year 1912, 20,093.



WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,085. Established over 40 years ago.

Janesville. *Gazette*. Daily average, Oct., 1913, daily 6,689; semi-weekly, 1,469.

Racine (Wis.) *Journal-News*. June, 1913, Average circulation, 7,081.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. 13, 12,208. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven Register. Leading want ad medium of State. Rate 1c. a word. Av.'12, 19,192.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 841,823 Sunday circulation and 218,896 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 496,600 paid want ads; a gain of 18,723 over 1910, and 340,566 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and *rate card*.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, 61,804 (OO). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1912-13, 17,366.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (OO).

Boston **Evening Transcript** (OO), established 1830. The only gold mark daily in Boston.

Worcester **L'Opinion Publique** (OO). Only French daily among 75,000 French population.

MINNESOTA

The **Minneapolis Journal** (OO). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries most advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (OO). Specimen copy mailed on request. 253 Broadway, N.Y.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

In the Metropolitan District, THE NEW YORK TIMES (OO) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

PENNSYLVANIA

The **Press** (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The **Memphis Commercial-Appeal** (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON

The **Seattle Times** (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The **Milwaukee Evening Wisconsin** (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, January 1, 1914

How Advertising for Fownes Gloves Was Analyzed and Laid Out.....	3
<i>John Gully Cole</i>	
Advertising to Win Back Market for Natural Product.....	10
<i>Victor Thrane</i> Of James D. Lacey & Co.	
Stage Models to Make Illustrations Life-Like.....	17
<i>Dave E. Bloch</i> Adv. Mgr., Globe-Wernicke Company.	
Letters That Get the Booklet Read.....	24
<i>Cameron McPherson</i>	
Use of Testimonial Idea by Hamilton Watch.....	28
Copy That Sells Technical Goods to Lay User.....	37
<i>Herbert L. Towle</i>	
Betterment of Mail Service in Rural Districts.....	45
Helping the Printer Get Results from Cuts.....	50
<i>Oliver L. Bell</i> Mgr., Robert L. Stillson Company.	
Ads Revised to Make Copy "Quick".....	57
<i>Gilbert P. Farrar</i>	
Newspaper Ads Offset "Dull" Season.....	60
How Price-Cutting Leads to Monopoly.....	64
Hearings at Washington on "Pure Fabrics" Bills.....	68
<i>Special Washington Correspondence</i>	
Certificate of Franchise to Quiet Dealer Fears.....	74
Editorials	76
Playing With Fire—Wouldn't Let PRINTERS' INK Help Him— What Makes a Good Ad?	
Church Advertising Book Appears.....	80
Penny Postage and Advertising Letters.....	84
Adventures in Getting Out the First Catalogue....	85
<i>W. Livingston Larned</i>	
Are There Territorial Limits to Trade Rights?.....	90
The Little Schoolmaster's Classroom.....	94

We Have Made a Booklet

Sincerity First

which epitomizes our views—our working principles applied to Advertising and Merchandising.

It sums up the ideals laid down by us in "Printers' Ink" many months ago, of belief in the **farthermost of fairness** in relations of Advertisers, Publishers and Advertising Agencies.

Also it tells some mighty interesting things about Taylor-Critchfield Service—things, we believe, that every Advertiser or intending Advertiser ought to know.

We want to send a copy of this booklet to every man who is thinking Advertising or Selling thoughts. Please use the coupon or write us a letter.

Taylor-
Critchfield Co.
Brooks Bldg.,
Chicago

The Taylor- Critchfield Co.

Advertising and
Merchandising
Agents

CHICAGO
New York
Detroit

Gentlemen: I would be glad to receive a copy of your booklet SINCERITY FIRST. My position is that of with this concern:
(Firm Name)

My Name

Address

City..... State.....

"Lest We Forget"

Quantity of circulation is not the most important criterion of an advertising medium. Consequently THE CHICAGO TRIBUNE seldom calls attention to that part of its service to advertisers.

Nevertheless, advertisers should not lose sight of the fact that to the character and responsiveness of its readers, THE CHICAGO TRIBUNE adds the maximum of quantity as good measure.

The net paid *city* circulation of THE CHICAGO DAILY TRIBUNE is greater than the net paid *city* circulation of the next two Chicago morning papers *combined*.

The *total* net paid circulation of THE CHICAGO DAILY TRIBUNE exceeds that of the newspaper frankly stating that it has "the second largest circulation in the Chicago morning newspaper field," by 75%.

The net paid *city* circulation of THE CHICAGO SUNDAY TRIBUNE is nearly 20% in excess of the net paid *city* circulation of the second Chicago Sunday paper.

Although it does not accept money from commercial pirates advertising fake sales; although it does not insert quack medical advertising; although it does not swell its volume with "trade deals" or advertising taken without pay, THE TRIBUNE prints nearly as much total advertising as all the other Chicago morning papers *combined*.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 1215-1216 Croisic Bldg., 220 Fifth Avenue, New York City